

**MAXIM FLOUTING IN THE MAIN CHARACTERS' UTTERANCES IN  
*CONFESSIONS OF A SHOPAHOLIC* MOVIE**

**A THESIS**

**Presented as Partial Fulfillment of the Requirements for the Attainment of the  
*Sarjana Sastra* Degree in English Language and Literature**



**Dyah Ayu Puspitaningrum**

**09211141014**

**ENGLISH LANGUAGE AND LITERATURE STUDY PROGRAM  
ENGLISH EDUCATION DEPARTMENT  
FACULTY OF LANGUAGES AND ARTS  
YOGYAKARTA STATE UNIVERSITY  
2013**

## APPROVAL SHEET

Maxim Flouting in the Main Characters' Utterances in *Confessions of a Shopaholic*  
Movie

A Thesis

By:

Dyah Ayu Puspitaningrum

09211141014

Approved by the consultants on November 6<sup>th</sup>, 2013



First Consultant

Titik Sudartmah, M.A.

NIP. 198009011 200312 2 001

Second Consultant

Paulus Kurnianta, M.Hum.

NIP. 19720622 200501 1 001



## RATIFICATION

Maxim Flouting in the Main Characters' Utterances in *Confessions of a Shopaholic*  
Movie  
A Thesis

Written by:

Dyah Ayu Puspitaningrum

09211141014

Accepted by the board examiners of Faculty of Languages and Arts of Yogyakarta State University on November 25<sup>th</sup>, 2013 and declared to have fulfilled the requirements for the attainment of the Degree of *Sarjana Sastra* in English Language and Literature.

### Board Examiners

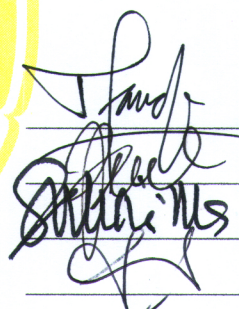
Position

Chairperson : Nandy Intan Kurnia, M. Hum.

Secretary : Paulus Kurnianta, M. Hum.

First Examiner : Suhaini M. Saleh, M. A.

Second Examiner : Titik Sudartinah, M. A.



Yogyakarta, November 25<sup>th</sup>, 2013

Faculty of Languages and Arts

Yogyakarta State University

Dean,



Prof. Dr. Zamzani, M.Pd.



## SURAT PERNYATAAN

Yang bertanda tangan di bawah ini

Nama : Dyah Ayu Puspitaningrum

NIM : 09211141014

Program Studi : Bahasa dan Sastra Inggris

Fakultas : Bahasa dan Seni

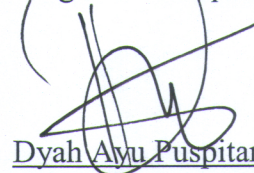
Judul Skripsi : Maxim Flouting in the Main Characters Utterances in *Confessions of a Shopaholic* Movie

menyatakan bahwa karya ilmiah ini adalah hasil pekerjaan saya sendiri dan sepanjang pengetahuan saya karya ilmiah ini tidak berisi materi yang dipublikasikan atau ditulis oleh orang lain, kecuali pada bagian-bagian yang saya ambil sebagai acuan dengan mengikuti tata cara dan etika penulisan karya ilmiah yang lazim.

Apabila ternyata terbukti bahwa pernyataan ini tidak benar, hal ini sepenuhnya menjadi tanggungjawab saya.

Yogyakarta, 5 November 2013

Yang membuat pernyataan



Dyah Ayu Puspitaningrum

NIM. 09211141014

## MOTTOS

---

- *Tuhan tidak akan mengubah nasib kita jika kita tidak benar – benar berusaha untuk mengubahnya*
- *Kadang kali kita berfikir Tuhan menggagalkan rencana kita, tapi yakinlah sesungguhnya Dia sedang meluruskan rencana kita*
- *Doa adalah harapan dan kepercayaan kita kepada-Nya. Perjuangan adalah pembuktian bahwa doa kita tulus adanya*
- *Don't worry about failures. Worry about the chances you miss when you don't even try - Jack Canfield*
- *You become what you believe - Oprah Winfrey*

## **DEDICATION**

I lovingly dedicate this thesis to the wonderful people in my life who never stop believing in me:

### **My greatest inspirations, *Bapak and Ibu***

*Bapak Bambang Suryono, B.E. and Ibu Peny Triwahyu Nareswari*

### **My beloved family**

My siblings, *Mas Koko* and *Adek Riska*, My sister in Law *Mbak Isna*, and my lovely funniest niece *Deanda*

### **My soul for this struggle**

*Irvan Riska Fauzi*

## ACKNOWLEDGEMENTS

All praise be to Allah Swt, the Creator of the world, the Lord of the universe, who does always give me the mercy and blessing, without Him I would never finished this thesis. The Messenger, Rasulullah Muhammad SAW. His way of life is a salvation for me. I would also like to express my gratitude to:

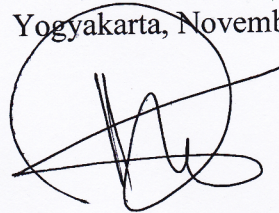
1. Titik Sudartinah, M.A., as the first consultant and Paulus Kurnianta, M.Hum, as the second consultant for the continuous support of my thesis, for their patience, motivation, enthusiasm, detailed correction and immense knowledge;
2. all lecturers in English Education Department of Yogyakarta State University, especially the lecturers in English Language and Literature Study Program who have provided me knowledge, guidance and support to the final study;
3. my beloved parents, *Bapak* Bambang Suryono, B.E., and *Ibu* Peny Triwahyu Nareswari, who provide everything I need, for being the greatest parents ever as well as pouring me the biggest support all the time;
4. my brother *Mas* Koko, my sister in law *Mbak* Isna, my funniest niece baby Deanda and my little brother *Adek* Riska for always accompanying, supporting, and sharing everything;
5. my partner Irvan Riska Fauzi, for the wonderful love and supports, many advice and the endless protection;
6. my best friends, Qolidina Noviani, Dindadari Arum Jati, Yolanda Cynthia, Risti Utami Dewi, Nurissa Fatmawati, Maya Permatasari, Azzahra Zuki Anbiya in spending time in Jogja, for their togetherness, cheerful moments and their sincerity in wonderful friendship;
7. all my friends in *Kampus Ungu*, Wibi, Desta, Ifa, Jeihaan, Aan, Geni, Imam, Plendus, Heru, Yudha, Deris, Indra, Ikun, Falla, Bangun, Nur, Rosma, Keket, Lia, Wintang, Ditya, Ferry, Tatik, Tulus, Neni, Ria, Niki, Jafrudin, Kiky, Nia,



Dita, Doni, Deni, Rois, Arista, *Mas* Doni, *Mbak* Intan, *Mbak* Sekar and Alfian for the best memories.

Finally, I realize that this thesis is far from being perfect. Therefore, I would gratefully accept readers' constructive comments and suggestions for the betterment of this thesis.

Yogyakarta, November 5<sup>th</sup> 2013

A handwritten signature in black ink, consisting of a large circle with a vertical line through it and a horizontal line at the bottom, followed by a series of loops and a final horizontal stroke.

Dyah Ayu Puspitaningrum

## TABLE OF CONTENTS

TITLE.....	i
APPROVAL SHEET.....	ii
RATIFICATION SHEET.....	iii
SURAT PERNYATAAN.....	iv
MOTTOS.....	v
DEDICATION.....	vi
ACKNOWLEDGMENTS.....	vii
TABLE OF CONTENTS.....	ix
LIST OF FIGURE AND TABLES.....	xii
LIST OF ABBREVIATIONS.....	xiii
ABSTRACT.....	xiv
CHAPTER I INTRODUCTION.....	1
A. Background of the Study.....	1
B. Research Focus.....	3
C. Objectives of the Study.....	5
D. Significance of the Study.....	5
CHAPTER II LITERATURE REVIEWS AND CONCEPTUAL FRAMEWORK.....	6
A. Theoretical Description.....	6
1. Pragmatics.....	6
2. Cooperative Principle.....	8
a. H.P Grice Cooperative Principle.....	8
b. Types of Maxims of Cooperative Principle.....	9
c. Observed and non-observed Maxims.....	11
1) Opting Out.....	11
2) Maxim Violating.....	12

3) Maxim Flouting	12
a) Types of Maxim Flouting.....	13
b) Strategies Used to Flout the Maxims.....	15
3. <i>Confession of a Shopaholic</i> Movie.....	20
B. Related Studies.....	22
C. Conceptual Framework.....	24
CHAPTER III RESEARCH METHOD.....	28
A. Type of Research.....	28
B. Data and Source Data.....	28
C. Research Instrument.....	29
D. Data Collecting Technique.....	31
E. Data Analysis.....	31
F. Trustworthiness of the Data.....	32
CHAPTER IV FINDINGS AND DISCUSSION.....	33
A. FINDINGS.....	33
1. Types of Maxim Flouting in the Main Characters' Utterances in <i>Confession of a Shopaholic</i> Movie.....	33
2. Strategies to Flout the Maxim in the Main Characters' Utterances in <i>Confession of a Shopaholic</i> Movie.....	36
B. DISCUSSION.....	37
1. Types of Maxim Flouting in the Main Characters' Utterances in <i>Confession of a Shopaholic</i> Movie.....	38
a. Flouting of Quantity Maxim .....	38
b. Flouting of Relation Maxim .....	43
c. Flouting of Quality Maxim .....	46
d. Flouting of Manner Maxim .....	48

2. Strategies to Flout the Maxim in the Main Characters' Utterances	50
in <i>Confession of a Shopaholic</i> Movie.....	
a. Strategies to Flout the Maxim of Quantity.....	49
b. Strategies to Flout the Maxim of Relation.....	53
c. Strategies to Flout the Maxim of Quality.....	55
d. Strategies to Flout the Maxim of Manner.....	57
CHAPTER V CONCLUSIONS AND SUGGESTIONS.....	59
A. CONCLUSIONS.....	60
B. SUGGESTIONS.....	63
REFERENCES.....	66
APPENDIX.....	68
SURAT PERNYATAAN TRIANGULASI.....	100

## LIST OF FIGURE AND TABLES

Figure 1	Analytical Construct.....	27
Table 1	Data Sheet of Maxims Flouting in Main Characters' in <i>Confessions of a Shopaholic</i> Movie.....	30
Table 2	Types of Maxim Flouting in Main Characters' Utterances in <i>Confessions of a Shopaholic</i> Movie.....	34
Table 3	Types and Strategies of Maxim Flouting in the Main Characters' Utterances <i>Confessions of a Shopaholic</i> .....	36



## LIST OF ABBREVIATIONS

No	: Number
MF	: Maxim flouting
QL	: Maxim of Quality
QN	: Maxim of Quantity
M	: Maxim of Manner
R	: Maxim of Relation
CS	: <i>Confessions of a Shopaholic</i>
00:10:50	: Minutes
RBW	: Rebecca Bloomwood

# MAXIM FLOUTING IN THE MAIN CHARACTERS' UTTERANCES IN *CONFESSIONS OF A SHOPAHOLIC* MOVIE

By  
Dyah Ayu Puspitaningrum  
09211141014

## ABSTRACT

This research is under pragmatic study. The objectives of this research are to (1) identify the types of maxim flouting in the main characters utterances in *Confession of a Shopaholic* movie, and to (2) identify the strategies used to flout the maxims. This research was descriptive qualitative. It concerned with the description of the data in the form of utterances produced by the characters in which maxim flouting exists. There were two sources in this research. The primary source was the script of the film retrieved from <http://www.script-o-rama.com>. The secondary sources were books and journals. In conducting this research, the researcher (1) identified the data and then categorized them, (2) classified the categorized data, (3) analyzed the classified data, (4) interpreted the data, (5) reported the findings and (6) drew the conclusion. Data trustworthiness and peer discussion were also employed to gain the ability of this research. The triangulation of the data was done by students who have the same field in pragmatics approach.

The results show that all maxims of Cooperative Principle are flouted. They are maxim of quality, quantity, manner and relation. Besides, there are some strategies used by the main characters to flout the maxims. To flout the maxim of quantity, the main characters use the strategies of giving too much information and too little information. To flout the maxim of relation, they use the strategies of changing the topic and giving an irrelevant answer. To flout the maxim of quality, the female main character uses the strategies of using metaphor, banter, and sarcasm. Finally, to flout the maxim of manner, the male main character uses the strategies of being ambiguous and not being brief.

Flouting of quantity maxim occurs 17 times. It is followed by flouting of relation maxim which takes place 15 times. The third position is flouting of quality maxim which happens 5 times. The last position is flouting of manner maxim which takes place 4 times. Flouting of quantity maxim gets the highest rank by giving too much information than what is required. The main character who flouts quantity maxim is only Rebecca. She flouts the quantity maxim for many reasons, such as to explain something, to stress her utterances, to make the hearer more understand about the topic and to show her panic.

Keywords : Pragmatics, Cooperative Principle, Maxim Flouting, *Confession of a Shopaholic*

## **CHAPTER I**

### **INTRODUCTION**

#### **A. Background of the Study**

As human beings, people need help from others to survive. To maintain their life, they usually communicate with others to inform news, to express their idea, and to build up their social relationship. Communication itself is composed of speakers and hearers as the participants. They have to be cooperative and have some contributions or messages, which can be understood by the hearers in order that the communication is successful. When the speakers and the hearers in a conversation respond to each other, it means that they have managed a cooperative condition in the conversation. In any conversation, the speakers do not realize that sometimes they disobey the rules when speaking to the hearer. To avoid this, the speakers and the hearers need to share a cooperative principle which is under the study of Pragmatics.

According to Yule (1996:3), Pragmatic is the study of speaker meaning. Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a hearer (or reader). It has, consequently, more to do with the analysis of what speaker mean by their utterances than what the words or phrases in those utterances might mean by themselves.

Pragmatic is also the study about language and context. Grundy (2000: 72) states that context helps us to determine what is conveyed implicitly but not explicitly stated by the speaker. The success of a conversation depends on the various speakers' approaches

to the interaction. One of the most basic assumptions people must make for successful communication is that both the speaker and the hearer in a conversation are cooperating. The way in which people try to make conversation work is called as cooperative principle. Cooperative principle can be explained by four underlying rules of maxims, they are also named Grice's maxims of quality, quantity, relation, and manner (Grundy, 2000:74 – 75).

Cooperative Principles regulate the participants to speak as needed, briefly, relevantly, truly, and clearly (Grice in Coulthard, 1985:31). At one time they will be deliberately break one or more maxims. It is because of certain factors, such as culture and lying. When this happens, the hearer must assume that the speaker's utterances imply something or have an implied meaning rather than their literal meaning. Maxim flouting happens when speakers appear not to follow the maxims but expect the hearers to appreciate the meaning implied (Cutting, 2002:37).

This study focus on maxim flouting. The researcher is interested to analyze maxim flouting since she believed that it is not simply to respond to utterances in a conversation. Maxim flouting can show the difference between what is literally said and what is intended to convey. The hearer may imply further information from what the speaker actually says.

The phenomenon of Cooperative Principle happens in the society, in real conversation. However to analyze them, it is not a must to observe a real society since this is depicted in many media such as movies. Movie is one among many social media which are popular in the society.

*Confessions of a Shopaholic* movie is one of many movies that can be an object for a research. It is chosen as the object of this study because linguistically, the uniqueness of the utterances in this film that contain maxim flouting. Besides, the main characters mainly flout the maxims in their conversations by denying their habits. It is reflected through language with which they avoid certain things by intentionally breaking or flouting the maxim. Then, misunderstanding may occur when a maxim is flouted and it gives non-verbal clues. This will lead to a conversational problem in which the hearer will probably get a wrong interpretation. Cooperative principle with a set of maxims try to observe why this phenomena happens. Therefore, the researcher is interested in doing this analysis.

#### **A. Research Focus**

In this research, the researcher took an American movie entitled as *Confessions of a Shopaholic*. There are two problems that occur in this movie. The first is types of maxim flouting. It deals with the way the main characters disobey the rules of maxims of cooperative principle by classifying them into the types of maxims flouting.

Types of maxims flouting are made to classify the different interpretations of the hearers in conversations. In other words, the differences of the hearers interpret a problem can be solved by examine the types of maxims flouting. There are four types of maxim flouting: flouting of quality, relation, and manner maxim. To identify this, the researcher use the theory of cooperative principle proposed by Grice logic and conversation (1975, 41-58).



The second problem deals with the strategies used by the main characters to flout the maxim. Strategies to flout the maxims are made to avoid misunderstanding or misinterpreting of a conversation captured by the hearer. In flouting of quality maxim, the speakers use many words when they want to stress something in order to make the intended meaning more clear for the hearers to follow. Sometimes speakers act and say more words to show respect. They use this way in order to expect something from others. Basically, speakers are considered to flout quality maxim if they are lying or saying something that is believed to be false. They do this maxim to convince the hearers to cover or hide something. Speakers are said to flout the relation maxim relation to give unnecessary information to the topic being talked about. Speakers flout the manner maxim to get attentions. Therefore, some strategies to flout the maxims will be analyzed in this study to make the conversation run effectively and efficiently.

To limit the scope of this research, the researcher just analyzes the utterance of the main characters in this movie, i.e. Rebecca Bloom Wood and Luke Brandon. Secondly, the limitation is in term of conversations which are used as the data. Only those that contain four types of maxims flouting proposed by Grice (1975)

Based the limitation of the problems, the researcher formulates the problems as follows.

1. What are the types of maxim flouting used in the main characters' utterances in *Confessions of a Shopaholic* movie?
2. What are the strategies of maxim flouting used in the main characters' utterances in *Confessions of a Shopaholic* movie?

## **B. Objectives of the Study**

The objectives of this study are:

1. to identify the types of maxim flouting in the main characters' utterances in *Confessions of a Shopaholic* movie, and
2. to describe the strategies of maxim flouting in the main characters' utterances in *Confessions of a Shopaholic* movie.

## **C. Significance of the Study**

In accordance with the objectives of the research, this research is expected to give both theoretical and practical contributions to some parties.

### **1. Theoretical Contribution**

It is expected that this research can give information in linguistics research and could enrich the specific knowledge in linguistics field, especially on Maxim Flouting.

### **2. Practical Contribution**

#### **a. Students of English Literature**

This research will be useful for them as an authentic source of study in pragmatics because it gives contributions about the analysis of maxim flouting, especially in four maxims by Grice Cooperative Principles theory.

#### **b. Other researchers**

This research will be a motivation for the other researchers to conduct them concerning in maxim flouting.

## **CHAPTER II**

### **LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK**

#### **A. Theoretical descriptions**

##### **1. Pragmatics**

Pragmatics as the study of contextual meaning involves the interpretation of contextual meaning in a certain context and how context influences what speakers say. Sometimes when speakers utter something, the interpretation of what they mean depends on a particular context.

The most obvious way in which the relationship between language and context is reflected in the structures of language is through the phenomenon of deixis (Levinson, 1983:54). Deixis, as a feature which often appears in communication, is related closely to the utterances of the speaker. He defines the traditional categories of deixis that is person, place, and time.

Another study under pragmatics field is politeness. According to Yule (1996:132) politeness is showing awareness of another person's public self-image. In accordance with Yule, Brown and Levinson (in Watt, 2003:50) define politeness as a complex system for softening face threats. Type of politeness such as face wants, positive and negative politeness, off record and bald record strategy, positive and negative politeness, and linguistic expression to signal politeness.

Besides politeness, there is another study under pragmatic field, that is, speech acts. According to Yule 1996:129, speech act is an action perform by the use of an utterance to communicate. Speech acts are limited in their variety, Austin (1997:17-18) uses term locutionay, illocutionary, and perlocutionary acts simultaneously. A locutionary act refers to the act of saying something in the full sense of “say”. It is concerned with an act or utterance that carries meaning. An illocutionary act is the function of saying or the act identified by the explicit performance. A perlocutionary act is defined as the act performed by a hearer as a result of utterance. It is non-linguistic act performed as a consequence of the locutionary and illocutionary act.

There is also a study which discusses utterances in a context which is called as presupposition. Presupposition is defined as something the speaker assumes to be the case prior to among an utterance. A presupposition must be mutually known or assumed by the speaker and hearer for the utterance to be considered appropriate in context. It will generally remain a necessary assumption whether the utterance is placed in the form of an assertion, denial, or question, and can be associated with a specific lexical item or grammatical feature in the utterance.

A study in pragmatics which discusses implied meaning is implicature. The term “implicature” is used by Grice to account for what a speaker can imply, suggest, or mean, as distinct from what the speaker literally says (Brown and Yule: 1983). There are two types of implicature, they are conventional implicature and conversational implicature. According to Yule (1998:45), conventional implicature is an additional meaning associated with the use of specific words. Conversational implicature define

as a phenomenon whereby a speaker says one thing and thereby conveys something else.

The last of many studies under pragmatics approach is cooperative principle. Grice (1975) defined the cooperative principle and the maxims of cooperation as the principles that speakers abide by for successful communication. He defines how speakers communicate in his article *Logic and Conversation*. According to Grice, one of the most basic assumptions speakers must make for successful communication to take place is that both the speakers and the hearers are cooperating in a conversation. To define the notion of cooperative principle, Grice formalized his observation by stating that when speakers talk they try to be cooperative. Grice further identified four groups of maxims which speakers obey when communicating. They are maxim of quantity, maxim of quality, maxim of manner, and maxim of relation.

## **1. Cooperative Principle**

### **a. H.P Grice Cooperative Principle**

According to Oxford Dictionary of Pragmatic, Herbert Paul Grice (March 13, 1913 – August 28, 1988) was a British-educated philosopher of language. The general principles Grice proposed are what he called as the *Cooperative principle and the Maxims of Conversation*. According to Grice, the cooperative principle is a norm governing all cooperative interactions among humans. In other words, cooperative principle is the basic assumption that speakers make when they speak to one another in which they are trying to be cooperated with one another to construct meaningful



conversations. Grice elaborated the principle into four maxims. They are maxim of quality, maxim of quantity, maxim of manner, and maxim of relation.

#### **b. Type of Maxim of Cooperative Principle**

##### **1) Maxim of quality**

The first maxim is quality, which says that speakers are expected to be sincere, to say something that they believe to correspond to reality. They are assumed not to say thing that they believe to be false because they do not have enough evidence. Some speakers like to draw their hearers' attention to the fact that they are only saying what they believe to be true, and that they are lack of adequate evidence. Some speakers tend to observed maxim of quality by saying *as far as I know, I may be mistaken, I'm not sure if this is right, or I guess*.

A: I'll ring you tomorrow afternoon then

B: Erm, I shall be there **as far as I know** and in the meantime have a word with Mum and Dad if they are free. Right, bye-bye then sweetheart

A: Bye-bye, bye

(Cutting, 2002:15)

By saying *as far as I know* B is protected from lying because B is not sure that she will be able to take the call. The word *as far as I know* means that B cannot be totally sure with she's saying.

##### **2) Maxim of Quantity**

The second maxim of the cooperative principle is the maxim of quantity, which says that speakers should be as informative as required. Some speakers like to point to the fact that they know much information the hearer request, but it can be bothered by

saying *to cut a long story short, as you probably know or I won't bore you with all the details*. An example here is taken from Cutting (2002:34-35), “Well, **to cut a long story short**, *she didn't get home till two*”. The phrase *to cut a long story short* means that the speaker is protected from uninformative news by the fact that the previous speaker gives too much information.

### 3) Maxim of Relation

The third is the maxim of relation, which says that speakers are assumed to be saying something that is relevant to what has been said before. Thus, if someone hears *The baby cried, the mommy picked it up*. He or she assumes that the mommy was the mother of the crying baby, and then she picked the baby up because the baby was crying. Similarly in the following exchange:

A: There's somebody at the door

B: I'm in the bath

(Cutting, 2002:15)

B expects A to understand that his present location is relevant to her comment that there is someone at the door, and he cannot go and see who it is because he is in the bath. Some speakers like to indicate how their comment has a relation to the conversation.

### 4) Maxim of Manner

The last is maxim of manner, which says that people should be brief and avoid ambiguity. Some speakers observe maxim of manner by saying *This may be sound a bit confused, I'm not sure if this makes sense, I don't know if this is clear at all or just*

*to clarify one point* . In this exchange from a committee meeting, the speaker points to the fact that he is observing the maxim.

Thank you chairman, jus – **just to clarify one point**, there is a meeting of the police committee on Monday and there is an item on their budget for the provision of the career.

(Cutting, 2002:35)

The speaker can realize that what they are saying is not clear enough, so he may use the phrase just *to clarify one point* to establish a cooperation with the listeners.

### c. Observed and Non-observed maxim

Cutting in *Pragmatics and Discourse* says that cooperative maxims, unfortunately, are not always observed. Sometimes speakers deal with a condition that may cause them not to obey the four maxims of cooperative principle. They tend to break the rule of the maxims because of some reasonS. According to Cutting, there are three ways in breaking the maxim. They are opting out, maxim violating, and maxim flouting. Each of the non-observed maxim is explained below.

#### 1) Opting out

Speakers opt out of observing a maxim whenever they indicate unwillingness to cooperate in the way the maxim requires. This happens when speakers exert their right to remain silent or when speakers choose not to impart information that may prove detrimental to hearer. Certain expressions are used, like *no comment*, or *my lips are sealed* to respond a question. The use of these expressions does not mean that the speakers are not cooperative in the context. They know the answer but do not want to be involved in the conversation.

## 2) Maxim violating

According to Thomas in Cutting (2002:40), speakers can be said to ‘violate’ a maxim when they know that the hearer will not know the truth and will only understand the surface meaning of the words.

When speakers violate a maxim, they will be able to mislead the implicature. When speakers are violating the maxim of quantity, they do not give the hearer enough information to know what is being talked about. They do not want the hearer to know the full picture. The speakers do not imply anything. An example below is taken from *Pink Panther* movie in Cutting (2002:40). The setting happens when A (a guest) wants to be nicer and friendlier, then he smiles to B (a receptionist) and says hello politely. A dog comes and stands beside him.

A : Does your dog bite?

B : No.

A : Bends down to stroke it and gets bitten. Ow you said your dog doesn’t bite!

B : That isn’t my dog

B actually knows that A is talking about the dog which is beside B and not B’s dog at home, yet B intentionally does not give A enough information, for reasons best known to A herself. Thus the speaker is not imply anything. He just not give clear information to the hearer.

## 3) Maxim Flouting

Literally, *flouting* means that a speaker deliberately does not obey or follow a law, an order, etc. When speakers appear not to follow the maxims but expect hearers to appreciate the meaning implied, they are considered to flout the maxims (Cutting,

2002:37). When flouting a maxim, the speakers assume that the hearers know their words should be inferred to know the implicit meaning.

Maxim flouting happens when a speaker does not follow the rules of the four maxims for some reasons, usually to imply something that the speaker wants the hearer to understand. A speaker is not required to follow conversational maxims all the time.

All of the four maxims in the cooperative principle may also be flouted. The explanation and examples of flouting the four maxims of the cooperative principle are taken from Cutting (2002: 36–39).

#### **a. Types of maxim flouting**

##### **1) Flouting of Quantity Maxim**

According to Cutting (2002:37), when speakers give too much or too little information, they flout the quantity maxim. Here is the example of flouting of quantity maxim.

A: Well, how do I look?

B: Your **shoes** are nice

(Cutting, 2002:37)

B does not say that the sweat shirt and jeans do not look nice, but he knows A will understand that implication, because A asks his whole appearance and but he gets only a piece of it.

##### **2) Flouting of Quality Maxim**

Speakers who flouts the maxim of quality may do it in several ways. First, they may quite simply say something that obviously does not represent what they think.

Second, speakers may flout the maxim by exaggerating as in the hyperbole **I could eat a horse**, or in the following conversation.

Lynn : Yes, **I'm starving** too  
 Martin : Hurry up girl  
 Lynn : Oh dear, stop eating rubbish, you won't eat any dinner.

The utterance *I'm starving* is an exaggerating expression. The speaker would expect their hearer to say, *What, you could eat a whole horse?* or *I don't think you are dying or hunger-you don't even look thin*. Hearers would be expected to know that speakers simply meant that they were very hungry.

### 3) Flouting of Manner Maxim

According to Cutting (2002:35), speakers should be brief and should avoid ambiguity. Those who flout the maxim of manner appear to be ambiguous and not brief. An example in the following is taken from a conversation between Putra Nababan and Barrack Obama in *Obama Exclusive RCTI Bersama Putra Nababan: Presidential Interview*.

PN: And in your book, you wrote that you should bring the first lady and your daughters to Prambanan and to Bali.  
 BO: Yes, Borobudur and to Bali and take them to my old **ehmm, I don't know if we could get to my old house in Menteng Dalam**.

Putra Nababan asks Obama that he would bring the first lady and his daughters to Prambanan and Bali. The President's response tends to flout the maxim of manner by giving an obscure answer. He starts his explanation by justifying his writing on the book to bring the whole family to Prambanan and Bali. He also says that he would like to bring his family to Menteng Dalam, Jakarta but he is not sure to bring his wish to

reality. Thus, he flout the maxim of manner by saying, *Ehmm, I don't know if we could get to my old house in Menteng Dalam.*

#### 4) Flouting of Relation Maxim

According to Cutting (2002:39), if speakers flout the maxim of relation, they expect the hearers are able to manage what the utterance did not say, and make the connection between their utterance and the preceding one.

A: Where's my box of chocolates?

**B: The children were in your room this morning.**

Smith and Wilson (1997:175)

B does not say that he was not very impressed with A, but by not mentioning him in the replay and apparently saying something irrelevant. B's reply nevertheless helps A to discover the answer by implicating that the children may have eaten the chocolates or at least that they may know where they are.

#### b. Strategies to flout the maxims

In maxim flouting, there are strategies used by the speakers to make the nearest accept explicit or implied meaning of utterances.

##### 1) Strategies to flout the maxim of quantity

According to Cutting (2000:37), there are two types of strategies to flout the maxim of quality, such as giving to little or too much information than what is required.

##### a. Giving too little information

The following example is taken from Cutting (2002:34)

A: And you say that the warden is a nice person.

**B: Oh yes you will get other opinions but that's my opinion**

A knows that B is giving too little information from what he needs in order to get the full meaning of what is being said. He knows that B has more information. Sometimes speakers often say more than what they need perhaps to make a sense of occasion or respect. Meanwhile, speakers say less that she needs, is aimed to be rude, blunt and forthright (Cook, 1989:31)

b. Giving too much information

The following example is taken from a conversation between Rebecca Bloom Wood and Luke Brandon of *Confessions of a Shopaholic* movie.

Luke : That's lovely. Um...Do you have a resume for me?  
**RB : I do. Yes, I do! Ah... I... could pretty much just tell you. My name is Rebecca Bloom Wood, I've been a journalist for five years. I'm very comfortable juggling numbers, I speak fluent Finnish, I know...**

MF/CS/00:10:26

Rebecca flouts the maxim of quantity by giving too much information than is required. Meanwhile it is enough to merely say *Yes sir* rather than say *I do. Yes, I do! Ah...I... could pretty much just tell you. My name is Rebecca Bloom Wood, I've been a journalist for five years. I'm very comfortable juggling numbers, I speak fluent Finnish, I know...*

2) Strategies to flout maxim of quality

According to Cutting (2002:37), there are five types of strategies to flout the maxim of quantity, they are by using hyperbole, metaphor, irony, banter, and sarcasm. In flouting maxim of quality, speakers are appear not being sure with what they say.



a. Hyperbole

Hyperbole is an exaggerated language that distorts facts by making them much bigger than they are if looked at objectively. When the speakers speak more than it is necessary, they flout the quantity maxim. Hyperbole can be used to reduce degrees of intensity in the expression. For example: *There were a million people in the room tonight*. This example is classified as hyperbole because it uses exaggeration statement (a million people), therefore, the information is more informative.

b. Metaphor

Hornby (1989: 780) stated that metaphor is word or phrase to indicate something different from the literal meaning. Metaphor is used by speaker to flouts the maxim of quality. For example: *Harry's a real fish*. The interpretations of this utterance are he drinks or swims or slimy or cold-blooded like a fish.

c. Irony

Irony is expression of one's meaning by saying something, which is the direct opposite of one's thoughts, in order to make one's remark forceful (Hornby, 1974:450). By saying the opposite of what speaker means, flouting of quality maxim shows that speaker can directly convey their intended meaning. For example: John is real genius (after John has done stupid act). Based on the definition, the example above is classified as irony because the speaker said the opposite not the real condition.

d. Banter

Banter is an offensive way of being friendly (Cutting, 2002:38). The example is *Hey, now! I'm not just some meat*. This utterance is said by a speaker when he just

meets his friends after a long time and he wants to inform his friends that he has lost his weight.

e. Sarcasm.

A speaker may flout the maxim of quality by sarcasm. Sarcasm occurs when a speaker says something that is opposite of what is appropriate and usually in a derisive or mocking tone. The instance is *don't spent all at once*. This utterance is said by a speaker when he gives someone some of money.

3) Strategies to flout maxim of relation

In flouting maxim of relation, a speaker usually simply changes the topic at the moment of speaking. Another way is by giving irrelevant information.

a. Changing the topic

Speakers may change the topic of conversation in order to divert attention from the current situation or to show that they are not interested in the previous topic. The following example is taken from a dialogue in *Confessions of a Shopaholic Movie*.

Luke : That's quite interesting. Why Finnish?

**RB : What's behind you? Um...Oh,my God. Oh, it's a naked man. Oh, sorry. It gave me such a fright. I, uh...I didn't know what it was. Clearly, he's beheaded. Who would do that to him?**

(MF/CS/00:10:50)

Rebecca Bloomwood flouts the maxim of relation by mentioning another topic which is not related to the previous question. It happened when Luke interviewed Rebecca and asked the reason why she was interested in Finnish. Rebecca does not answer the question but she makes another new topic by mentioning a new question, *What's behind you? Um...Oh, my God. Oh, it's a naked man.*

b. Giving irrelevant answers

Speakers may make irrelevant statement in order to refuse to answer some embarrassing question. An example of strategy to flout maxim of relation by giving an irrelevant answer in the following is taken from Cutting (2002:38)

A: There's somebody at the door  
B: I'm in the bathroom

B expected A to know that present location is irrelevant to A's statement. However, the implied meaning is that B tries to tell A that she cannot go and see who is coming because she is in the bathroom.

4) Strategies to flout maxim of manner

Flouting maxim of manner is done by being not brief and giving ambiguous information. The following example is taken from a conversation of *Confessions of a Shopaholic* movie.

Luke :This is good.  
RB :Really?  
Luke :Mmm. **Is it by Rebecca Bloomwood?**

MF/CS/00:33:32

By saying *Is it by Rebecca Bloomwood?* Luke flouts maxim of manner. He gives an ambiguous statement because it has two meanings. First, it implies that the article is really written by Rebecca. Second, Luke asks Rebecca whether she wants to put her real name or not.

## 2. *Confessions of a Shopaholic*

Films are made to be seen and heard and to appeal to audiences' visual and aural senses like any art forms. However, film also means to be felt and understood by our emotions and minds.

Kolker (2006:7) states that film is used to deliver messages, for example a current social issue or a satire for the government. One of the best ways to determine whether a film has succeeded in any or all of these goals is the elements of the whole work.

According to Kroon (2010:5970605), there are four elements that support a film. These elements include act, sequence, scene, and shot. The first element is act. Act is defined as the main division of action in a dramatic story. The second element is sequence. It is a series or related edited together that present a progression of related events that create and advance a distinct component of the story narrative, plot and character development. The third element is scene. It is a single or multiple shots edited to present a block of the story's narrative plot or character development. Scenes generally occur within a specific frame and focus on an interconnected theme event or character experience. The fourth elements is shot. Shot is defined as piece of film run through the camera, exposed, and developed, uninterrupted take by the camera.

One of many interesting films is *Confession of a Shopaholic*. It is a 2009 American romantic comedy film based on the *Shopaholic* series by Sophie Kinsella. This movie was directed by P. J. Hogan. The film tells about Rebecca Bloomwood (Isla Fisher), a shopping addict who lives with her best friend Suze (Krysten Ritter). Rebecca works as a journalist for a gardening magazine, but she dreams to join in a famous magazine

*Alette*. On the way to an interview with *Alette*, she buys a green scarf. Unfortunately, her credit is decline, so she goes to a hot dog stand and offers to buy all the hot dogs with a check. She has to do this in order to get a change in cash and she also says that the scarf is to be given to her sick aunt as a gift. The hot dog vendor refuses to help her, but a man named Luke Brandon, the editor of *Successful Saving* magazine, offers her \$20.

When Rebecca arrives at the interview spot, the receptionist tells her that the position has been filled. However, the receptionist tells her that there is an open position in the *Successful Saving* magazine. The receptionist also explains that getting a job at *Successful Saving* could, eventually, lead her to a position at *Alette* magazine. Finally, Rebecca accepts the receptionist's advices. Unfortunately, Luke Brandon (Hugh Dancy) is the interviewer. Then she hides her green scarf outside of his office, but Luke's assistant comes into the room and gives it back to her. Rebecca fails in the interview because of the incident.

Rebecca and Suze had drunk and write letters to *Alette* and *Successful Saving*, but she send each to the wrong magazine. Luke likes the letter she meant to send to *Alette* and hires her. Rather than completing a work assignment for a new column, Rebecca goes to clothing sale. While inspecting a pair of cashmere gloves she has purchase. She realize that it is not 100% cashmere and she has been cheated. This give her an idea to the column, which she write under the name of "The Girl in The Green Scarf" and it becomes an instant success and popular.

Another day, Suze asks Rebecca to attend Shopaholic Anonymous, a therapy club for shopaholics. The group leader asks her to donate all the clothes she just bought including a bridesmaid's dress for Suze wedding and dress for TV interview. After the meeting, Rebecca cannot afford to buy back all the clothes, but only buys back the interview dress. During the interview on the television, Derek Smeth, a debt collector tells the truth that Rebecca has many debts. This fact makes Luke, who also attends the interview, very angry. Finally, Rebecca and her friends in Shopaholic Anonymous want to sell all Rebecca's clothes including the green scarf to pay the debts.

*Confessions of a Shopaholic* is chosen as the object of this study because of its uniqueness. Besides, the main characters mainly flout the maxims in their conversations by denying their habits. It is reflected through their utterances that they avoid uninformative conversation by intentionally breaking or flouting the maxim. This will lead to a conversational problem in which the hearer will probably get a wrong interpretation.

## **B. Related Studies**

There have been many studies conducted in maxim flouting of Cooperative Principle. One of them was done by Jihan Achyun Kusumaningrum (2012), a student of Yogyakarta State University entitled "A socio-Pragmatic Analysis of the Flouting of the Cooperative Principle Maxims Done by the Male Main Character in *Cinderella Man*". She analyzed how the main male characters flout the maxim.

The researcher in previous research identified men's linguistic features and the reason why the maxim flouting employed in *Cinderella Man* Movie. She investigated the reason why the male character in *Cinderella Man* flouts certain maxims of Cooperative Principle related to his linguistic feature. Even though the research was conducted on maxim flouting, however, this research is different from the previous one in terms of the approach. Jihan's research used Socio-Pragmatic approach but in this study, the researcher analyzes maxim flouting under the Pragmatic approach.

Another study deals with maxim flouting of Cooperative Principle was done in a journal by Wulan Rahayu entitled *The Realization of Grice's Cooperative Principle in "Obama Exclusive Rcti Bersama Putra Nababan": Presidential Interview*. She is a student of English Department, Faculty of Language and Arts Education, Indonesia University of Education. The researcher identified the flouting of Grice's maxims and investigating the function of that flouting in the presidential interview.

This journal only carried out on the Cooperative Principle. Therefore, the present study investigates the research on pragmatic area under the concept of Grice's Cooperative Principle. Grice's Cooperative Principle is used to analyze the types of maxims and the types of maxim flouting in the interview entitled, *"Obama Exclusive RCTI Bersama Putra Nababan"*.

The study reveals that there are 63 flouts made by the president. The flouts of quantity maxim are indicated by overstatement, understatement, and hedging. The flouts of relation are indicated by irrelevance answer and hedging. Moreover, the flouts

of manner maxim is indicated by hedging. Then the flouts of the quality maxim is only indicated by inaccurate answer.

This journal is different from this research. In this research, the researcher only observes the type of maxims flouting and the strategies to flout the maxims of Cooperative Principle used by the main characters in *Confessions of a Shopaholic* Movie.

### **C. Conceptual Framework**

Language is a way to communicate and to maintain social relationship between a person and others. There are many language branches that are important to consider. Pragmatics is one of linguistic branches that deals with the use of language in a certain circumstances. There are many aspects studied in pragmatics, such as deixis, politeness, speech acts, presupposition, implicature and cooperative principle. However, in this research, the researcher only deals with one aspect, that is cooperative principle.

This study applies Grice's cooperative principle theories. Cooperative principle regulates a conversation with four maxims proposed by Grice. They are maxim of quality, maxim of quantity, maxim of manner, and maxim of relation. These maxims operate as the speakers want to be cooperative with the hearers during a conversation. The discussion in cooperative principle is really interesting since a speaker mostly unaware to observe the maxims in conversation. This will lead to a phenomenon in which a speaker is not being cooperative with the hearer, meaning that they does not



try to observe the maxims. There are four types of non-observed maxims, they are opting out, maxim violating, and maxim flouting. In this research, the researcher only focus on the analyzing of maxim flouting.

This research identified four types of maxim flouting as the first problem. There are four types of maxim flouting that should be noticed based on the types of cooperative maxim mentioned above. The conversation containing maxim flouting are classified into the types based on the analysis. Flouting of quantity maxim happens when the speaker seems to give too little information or too much information. Flouting of quality maxim occurs when the speaker does not give the true information. Flouting of relation maxim happens when the speaker expects that the hearers will be able to imagine the implied meaning of an utterance and they make a connection between their utterances. Flouting of manner maxim takes place when the speakers are not being brief and giving ambiguous statement.

The researcher also applies theory proposed by *Cutting* (2002) to identify the strategy of maxim flouting as the second problem. According to *Cutting*, there are five types of strategies to flout the maxim of quality. They are hyperbole, metaphor, irony, banter, and sarcasm. Then, there are two types of strategies to flout the maxim of quantity, which are, by giving too much and too little information.

*Cutting* asserts that flouting of relation maxim is performed by making a response that is irrelevant to the topic, e.g. by changing the subject, or failing to give the relevant answer when a person asks a question. Maxim of manner demands the speakers to present meaning clearly, concisely, orderly, and avoid ambiguity and obscurity of

expression. Thus, flouting of manner maxim is done by not being brief and by giving ambiguous information. Finally, the analytical construct is drawn to outline the theories as well as the objectives of this research.

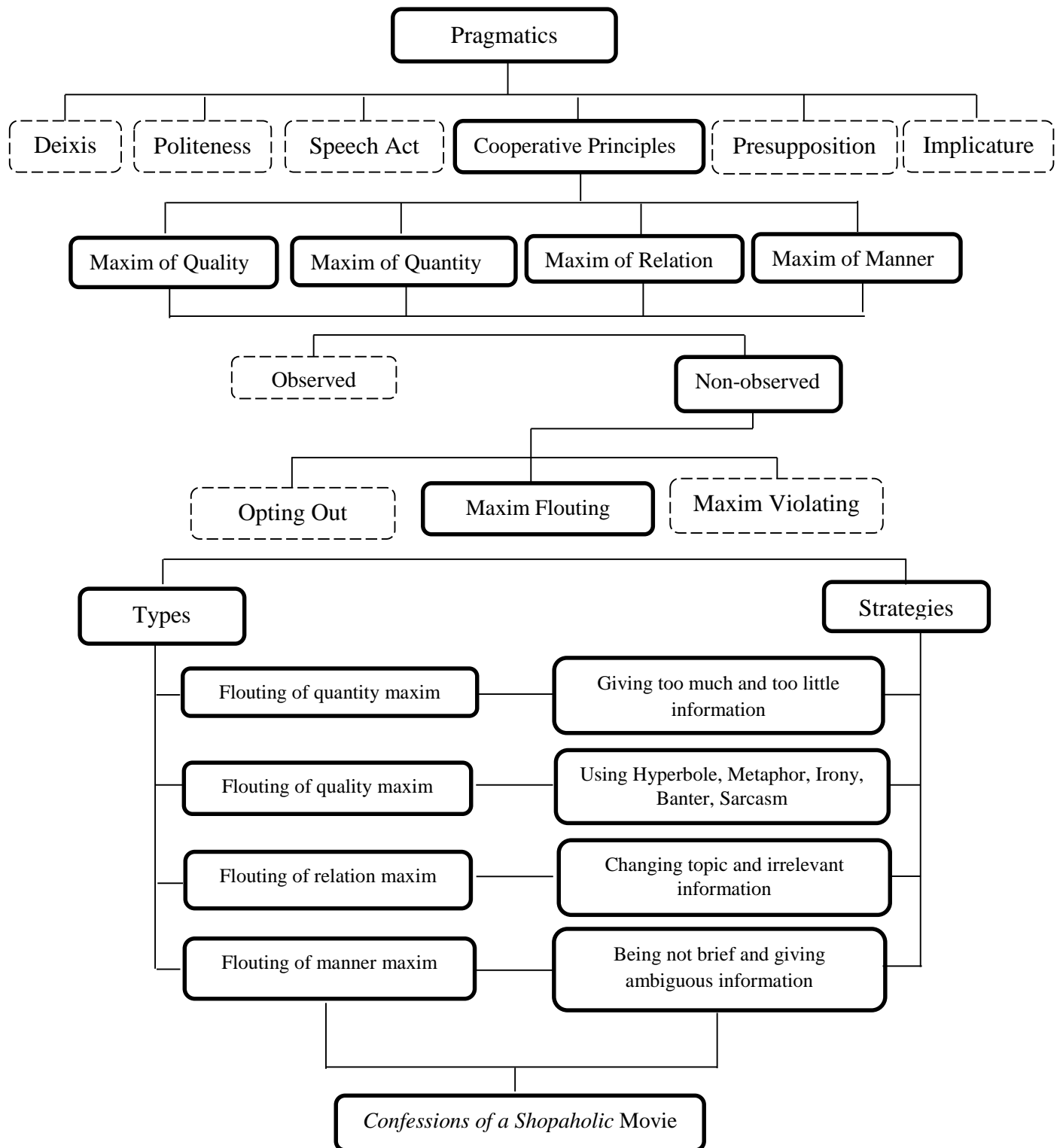


Figure 1: Analytical Construct

## **CHAPTER III**

### **RESEARCH METHOD**

#### **A. Type of Research**

This research used descriptive qualitative since it emphasized on describing the phenomenon of language use. This research, indeed, described the phenomenon of maxim flouting in a movie.

Moreover, Surakhmad (1994:147) explains that descriptive research is a method that talks about the possibilities to solve an actual problem by collecting data, classifying data, analyzing data, and interpreting data. A qualitative research is a descriptive study. Hence, the researcher is interested in the process, meaning, and understanding gained through words and utterances. In this study, the researcher explained or described the phenomenon of maxim flouting uttered by two main characters in *Confessions of a Shopaholic* movie.

#### **B. Data and Source Data**

This research was done based on the data taken from *Confessions of a Shopaholic* movie. The data were in the form of written text based on scene. They were words, clauses, phrases, and utterances. The contexts of the data were dialogues. There were two kinds of source as the data sources in this research. The primary source was the film itself and the script of the film retrieved from internet. The transcript was accessed on <http://www.script-o-rama.com>. The data were taken from the main characters'

dialogues. To do this, the researcher watched the movie and then checked the accuracy of the dialogues by reading the script. The secondary sources were books, articles, the movie itself which were related to the topic of this research. Those books and articles were used to find out the related theories in order to answer the research questions.

### **C. Research Instrument**

Moleong (1993:103) states that in a qualitative method, the researcher plays as the designer, the collector, the analyst, the interpreter and the reporter of the data findings. The researcher herself was the main and primary instrument because she planned the research, collected the data, classified the data, analyzed the data, made interpretations, made conclusions, and reported the results.

The secondary instrument of this research was data sheet which was used to note the linguistic phenomena found in the form of utterances spoken by the main characters in *Confessions of a Shopaholic* movie. The model of data sheet was as follows.

Table. Data Sheet of Maxim Flouting in the Main Characters' utterances in  
*Confessions of a Shopaholic* Movie

No.	Code	Dialogues	Types of Maxim flouting				Strategies Used to Flout the Maxims	Explanation
			Q L	Q N	M	R		
1.	MF/C S/00: 10:50	<p>Luke: That's quite interesting. Why Finnish?</p> <p><b>RB : What's behind you? Um...Oh,my God. Oh, it's a naked man. Oh, sorry. It gave me such a fright. I, uh...I didn't know what it was. Clearly, he's beheaded. Who would do that to him?</b></p>				√	By changing the topic of the conversation.	<p>The conversation happened when Luke interviewed Rebecca and asked her about the reason why she was interested in Finnish.</p> <p>In this case, Rebecca flouts the maxim of relation by mentioning another topic which is not related to the previous question. Rebecca does not answer the question directly but she makes another new topic by mentioning a new question, <i>what's behind you? Um...Oh, my God. Oh, it's a naked man.</i></p>

Note:

MF : Maxim flouting

CS : *Confessions of a Shopaholic*

00:10:50 : Minutes

RB : Rebecca Bloomwood

QL : Maxim of Quality

QN : Maxim of Quantity

M : Maxim of Manner

R : Maxim of Relation

#### **D. Data Collecting Techniques**

In this research, the researcher applied the technique of *Simak dan Catat* (Rahardi, 2005:15). The steps in collecting the data were:

- a) downloading the movie and the script from <http://www.script-o-rama.com>;
- b) checking both movie and script in order to have exact data;
- c) watching the movie comprehensively in order to achieve a deep comprehension;
- d) parting down into several scenes, act, and minutes;
- e) reading and note taking the transcript of the movie many times to determine utterances that can be taken into data sheet;
- f) checking the accuracy of the transcription as well as the context of utterances;
- g) selecting the data from *Confessions of a Shopaholic* movie which were in accordance with the objectives of the study;
- h) refitting the collected data ; and
- i) recording the data into the data sheet.

#### **E. Data Analysis**

In analyzing the data, the researcher used some steps as follows:

1. The researcher identified the data and categorized them into types of maxim flouting and the strategies used by the main characters to flout the maxims.
2. She classified and check-listed the data in the data sheet based on the phenomena described: (1) type of maxims flouting, (2) strategies to flout the maxims.

3. She analyzed each datum classified in the data sheet.
4. She interpreted each datum based on the classification to answer the two research questions.
5. Finally, the researcher reported the data findings of the research and drew the conclusions.

#### **E. Trustworthiness of the data**

In gaining trustworthiness, the researcher conducted triangulation. Triangulation is a method used by a qualitative researcher to check and establish validity in their studies (Guion, 2002:1). Triangulation techniques is divided into three categories, i.e. by observer, theory, and source triangulation. Observing triangulation is the way to make the data trustworthy by obtaining supervisor agreements. Theory triangulation is used to validate the data findings by using more than one theory. In doing triangulation, the researcher had a routine consultation to her two thesis consultants. They were Titik Sudartinah, M.A as the first consultant and Paulus Kurnianta, M.Hum as the second consultant. Meanwhile, the researcher asked a favor to her three classmates to check the completion of the theories and the findings in the data sheet. They are Qolidina Noviani, Dindadari Arum Jati and Risti Utami Dewi. They were students of English Department Program majoring in Linguistics.



## **CHAPTER IV**

### **FINDINGS AND DISCUSSION**

This chapter is divided into two parts, i.e. findings and discussion. The data findings show the types of maxim flouting and strategies used to flout the maxims in *Confessions of a Shopaholic* movie. The findings are also presented in percentages of the phenomena occurring and there are also brief explanations on how to read the findings of this inquiry. In the discussion, the findings are more deeply discussed by presenting some examples of the analyzed data.

#### **A. Findings**

The findings of the types of maxim flouting and the strategies used to flout the maxims in *Confessions of a Shopaholic* movie are presented below.

##### **1. Types of Maxim Flouting in The Main Characters' Utterances in *Confessions of a Shopaholic* movie**

The phenomena of maxim flouting happens in this movie. In accordance with this, the first objective is to identify the types of maxim flouting in the main characters' utterances. The four types of maxim flouting proposed by Cutting (2002) occur in this movie. The findings of the types of maxim flouting in *Confessions of a Shopaholic* movie are presented in the following table.

**Table 2. Types of Maxim Flouting in Main Characters' Utterances in *Confessions of a Shopaholic* Movie**

No	Types of Maxim Flouting	The Characters Who Flout The Maxims	Frequency
1.	Quantity	Rebecca, Luke	17
2.	Quality	Rebecca	5
3.	Relation	Rebecca, Luke	15
4.	Manner	Luke	4
Total			41

There are four types of maxim flouting found in *Confessions of a Shopaholic* movie. They are flouting of quality, quantity, manner and relation maxim. Table two above shows the characters who flout the maxims and the frequency of occurrence of each types of maxim in *Confessions of a Shopaholic* movie.

The first type is flouting of quantity maxim. Firstly, the speakers flout this maxim because they do circumlocution. It means they do not explain to the point. Secondly, the flouting of quantity maxim happens because the speakers are uninformative. Here the speaker gives less information or too much information. The reason is that the speakers expect the hearers to understand the meaning of the utterance. The characters who flout the maxim of quantity are Rebecca and Luke. The occurrence of flouting of quantity maxim happens 17 times, which is the highest number among all of the maxims found in this movie.

The second type is flouting of quality maxim. In this case, the speakers do not mean that they are lying but they want to convey something through their utterances. The character who flout this maxim is only Rebecca Bloomwood. As shown in the table, flouting of quality maxim happens 5 times.

The third type is flouting of relation maxim. The participants flout this maxim because they make the conversation unmatched. Usually, the participants do the wrong causality. Besides, they do not want to speak about the same topic; they will change the topic or avoid talking about something. This flouting is usually used to hide something. It means the participants keep something secrete in order that nobody knows about it. Flouting of relation maxim which happens in *Confessions of a Shopaholic* movie is caused by several reasons. The characters flout the maxims of relation because the topic being discussed is not interesting anymore. Another reason is there is something more important to discuss rather that the topic at hand. The characters who flout the maxim of relation are Rebecca and Luke. It happens 15 times out of 41 data.

The fourth type is flouting of manner maxim. The speaker flouts this maxim when they use ambiguous language. Sometimes, this flouting is used by a speaker to exaggerate things. The character who flout the maxim of manner is Luke. It happens only 4 times. Flouting of manner maxim which happens in *Confessions of a Shopaholic* movie is caused by several reasons. Luke flouts the maxims of manner because he does not want to hurt Rebecca. Luke also flouts the maxim of manner to avoid ambiguity of the utterance. Another reason is that Luke flouts the maxim of manner to get attention.

## 2. Strategies to Flout Maxims in the Main Characters' Utterances in *Confessions of a Shopaholic* Movie

In accordance with the second objective of this research, there are some strategies that speakers used to flout the maxims.

**Table 3. Types and Strategies of Maxim Flouting in the Main Characters' Utterances *Confessions of a Shopaholic***

No.	Types of Maxim Flouting	Strategies to Flout the Maxim	Frequency
1.	Quantity	Giving too little information	4
		Giving too much information	13
2.	Quality	Giving hyperbole statement	0
		Giving Metaphor statement	1
		Giving Irony statement	2
		Giving Banter statement	1
		Giving sarcasm statement	1
3.	Relation	Changing the topic	5
		Giving irrelevant answer	10
4.	Manner	Being not brief	2
		Giving ambiguous information	2
Total			41

In flouting of quantity maxim, there are two strategies used: by giving too much information which is done by Rebecca and Luke and by giving too little information which is done only by Rebecca. The frequency of giving too much information is 13 out of 41. Meanwhile, the frequency of giving too little information is 4 out of 41.

Then, in flouting of quality maxim, there are four strategies found: by giving metaphor, irony, banter and sarcasm. The frequency of metaphor is 1 out of 41. The frequency of irony is 2 out of 41. The frequency of banter is 1 out of 41. The frequency of sarcasm is also 1 out of 41. All those strategies are done by Rebecca.

Furthermore, in flouting of relation maxim, there are two strategies found: by changing the topic and by giving irrelevant answers. The frequency of changing the topic is 5 out of 41. The frequency of giving irrelevant answers is 10 out of 41. All the strategies are done by Rebecca and Luke.

Meanwhile, in flouting of manner maxim, there are still two strategies found: by being not brief and by giving ambiguous information. The frequency of being not brief is 2 out of 41. The frequency of giving ambiguous information is also 2 out of 41.

## **B. Discussion**

This part presents a deep and clear discussion of the findings in this research. In addition, it provides examples for each phenomenon to strengthen the interpretation of the phenomena.

## 1. Types of Maxim Flouting in *Confessions of a Shopaholic* Movie

There are four types of maxim flouting found in *Confessions of a Shopaholic*. They are flouting of quality, quantity, manner and relation maxim. Each is discussed in the following sections including the detailed analysis on how the data are classified into a certain types and strategies of maxim flouting.

### a. Flouting of Quantity Maxim

Based on the findings, the occurrence of flouting of quantity maxim is the highest, i.e. 17 times. Speakers who flout the maxim of quantity tend to give more or less information. When they give more information, they want to show that they know the whole information about the topic being discussed. Meanwhile, when speakers give less information, they do not know the whole truth of the topic.

Luke : Uh, Rebecca?

RB : Yes?

Luke : I want you to come with me to the APA Conference next week.

RB : Absolutely.

Luke : In Miami.

RB : **Oh, Luke. I think I should definitely be there. Early, I mean, and you know, make sure that the hotel's OK and find good restaurants in case anyone wants to relax. Not that I intend to, but you never know, some people might.**

Datum 28/ MF/CS/00:38:53

The dialogue happens in Luke's office, *Successful Saving*. The participants are Rebecca Bloomwood and Luke Brandon. In the conversation above, Luke and Rebecca are discussing APA conference invitation in Miami. When they are discussing the topic, Rebecca interested in the invitation, whereas Rebecca does not know what

APA conference is. After Luke's assistant informs to Rebecca that APA conference is the biggest magazine event every year, Rebecca feels excited to come and join the conference.

The datum above belongs to flouting of quantity maxim because Rebecca gives too much information than what is required. Actually, Rebecca does not need to mention that she has prepared all the things that Luke needs because he just needs her to come to the invitation. She prefers to say much statement rather than “*Yes, Sir*”.

Another example of flouting of quantity maxim is clearly shown in the following datum.

Luke : Sick aunt, scarf. Yep. Did you get it to her?

**RB : I did. And when a stranger is kind like that, it's just...Wow.**

(Datum 2/MF/CS/00:10:17)

The dialogue happens in Luke's office, *Successful Saving*. It is the biggest financial magazine in New York. Both Luke and Rebecca are having an interview. Rebecca applies for a job that is offered by Luke. Before the interview, they meet in a hotdog store. Rebecca is in debt to Luke because Luke gives her cash money. In a hotdog store, Rebecca is in a hurry. Rebecca with her disturbing voice wants to exchange a check for \$23 with a hotdog and \$20 for cash money. She uses the money to buy a green scarf for her sick aunt as a gift. Therefore, Luke suddenly gives her cash money. Then she thanked Luke for his kindness and her aunt will appreciate it.

In this case, Rebecca flouts the quantity maxim. She flouts it by answering Luke's question whether Rebecca gets the scarf or not. Rebecca talks too much to respond to Luke's question. It would be enough for her to just say *thank you for the help*, but she

is over-responsive to Luke by saying *a stranger is kind like that, it's just Wow*. Rebecca flouts the maxim of quantity because she feels nervous and shocked. Moreover, she does not believe that her interviewer is the man she has met before.

Another example of flouting of quantity maxim is shown on the following datum.

RB : I'm so glad you understand! So many people just... Right.OK,  
so I would propose we curtail...Did you just scrub my name off?

Luke : Oh, no. Routine.

**RB : That seems premature. OK, I' I'm gonna propose that we  
curtail this interview forthwith. So I'll leave you and your  
numbers,but thank you very much for seeing me, and I  
appreciate... Oh! I appreciate everything.Good day.**

(Datum 11/ MF/CS/00:12:20)

This dialogue above happens in the end of the interview between Luke and Rebecca.

Luke does not know that Rebecca makes up the story about “sick aunt”. Hence, when Rebecca meets Luke, she panics for using the scarf. Then Rebecca drops deliberately the scarf under Luke’s assistant table. Luke asks Rebecca’s aunt condition but Rebecca lies by stating that her aunt died.

Rebecca says that she is happy since Luke can understand her condition. Rebecca continues her words, but she cut the words herself because she realizes that Luke’s expression shows disappointment about all Rebecca’s answers. Then, she immediately ends the conversation. Realizing that she talks too much, she asks Luke whether he scrubs her name off or not. However, Luke answers it with the statement *a routine*. Then, Rebecca responds Luke’s statements by saying *That seems premature. OK, I'm gonna propose that we curtail this interview forth with. So I'll leave you and your numbers, but thank you very much for seeing me, and I appreciate... Oh! I appreciate*



*everything. Good day.*

Rebecca thank Luke for seeing her. Then, she leaves her number and walks backward. She does not realize that there is a mirror behind her. It makes Rebecca hit the mirror. Then, she says *good day* to Luke.

In this case, Rebecca flouts the maxim of quantity by giving too much information than what is required. Rebecca, in this dialogue, Rebecca explains that Luke is too premature to scrubs her name off. She also mentions that she would like to curtail the conversation twice but she still talks too much. Furthermore, Rebecca leaves the room without Luke's permission. Then she exits the room. Rebecca flouts this maxim because she panics. It is proven from the utterance when Rebecca wants to go home (saying many words to Luke, immediately ending the conversation, leaving her number, and thanking Luke for seeing her).

However, because of her nervousness, she wants to end the conversation. In fact, when people are having an interview, they have to be cooperative in the conversation. The interviewees do not need to answer the question with too much statements. They have to answer the question sufficiently.

The phenomenon of flouting of quantity maxim also happens on the dialogue below when Rebecca is giving less informative than what is required.

Luke : No, you're right, I don't! So do what I hired you to do, Rebecca,  
and make the truth clear to somebody who absolutely doesn't  
understand.

**RB : I shop.**

(Datum 39 / MF/CS/01:16:23)

This conversation happens after Luke and Rebecca have a talk show on the television. In the talk show, Rebecca is surprised by Derek Smith, a debt collector who chases Rebecca all the time to dun Rebecca's debts. In question-answer times, Derek Smith tells to the audience about all Rebecca's debts. Luke is angry because Rebecca lies for she is the one who Luke puts his trust to. She lies about her debts. Then, Luke does not know what he supposes to do. He says all words to express his anger.

It is ironic when someone works well in a financial magazine as a writer but in reality she has a lot of debts to buy clothes, shoes, and many other things which are really expensive. By saying *No, you're right, I don't! So do what I hired you to do, Rebecca, and make the truth clear to somebody who absolutely doesn't understand.* Luke expresses his emotion. In this situation, Rebecca flouts the maxim of quantity by giving too little information than what is required. She just gives a short statement, *Yes, I shop.* It is too short to respond long statements by Luke because Rebecca does not know the way to explain the reason why she has a lot of debts. However, Rebecca does not explain it more because she knows that Luke is angry about the lies.

Another example of flouting of quantity maxim is shown in the following datum.

Luke : Sorry?

RB : Because I just think it would be better to be slightly more of an everyman. Um, a little more ooh-ooh-ohh. Mysterious, rather than just...Becky?

**Luke : Hmm.**

(Datum 26/ MF/CS/00:33:48)

In the conversation, Rebecca and Luke talk about the name that would be used as the author of Rebecca's article. Many people like Rebecca's article which tells about

shopping activities. Rebecca does not want to put her real name in the article because she thinks that it would be better to hide her name because she does not want others to know that she works at *Successful Saving*. She has a lot of debts in her credit card. She thinks that if she puts her full name on the article, the debt collector will look for her and collect the debt.

The datum above belongs to the flouting of quantity maxim because Luke gives too little information than what is required. He just says *Hmm*. Actually, Luke can probably give more information, like *Ok, it doesn't matter* or *Yes, I really know*.

#### **b. Flouting of Relation Maxim**

Based on the findings, flouting of relation maxim is placed on the second position since it occurs 14 times. The main characters flout maxim of relation to avoid uncomfortable conversation. They think that the conversation is not interesting anymore and they want to stop it. The way flouting of relation maxim occurs explained as follows.

Luke : Well, a few questions.

**RB : But, look! Makes you wonder what they're looking at on the fifth floor, right? You could turn your desk around and just stare at it all day. I would. Not.**

(Datum 5/ MF/CS/00:11:11)

Rebecca has an interview in *Successful Saving*. Luke asks Rebecca about Rebecca's article but she tries to change the topic being discussed. Luke said *Well a few question* to open the interview. Furthermore, Rebecca responds with a long statement which

does not relate to Luke previous statement. She is suddenly panicky. Then, she hurriedly changes to another topic because she cannot answers Luke's question.

In this case, the data is considered as the flouting of relation maxim since the topic is not related to the previous one. Rebecca changes the topic of the interview by stating a new topic. She comments about a naked man wallpaper behind Luke. Flouting of relation maxim by changing the topic of the conversation happens when the speaker is not comfortable with the topic being discussed. In common expression, Rebecca should responds relevantly.

Another example of flouting of relation maxim is clearly shown in the following datum.

Luke : Well, a few questions.

RB : But, look! Makes you wonder what they're looking at on the fifth floor, right? You could turn your desk around and just stare at it all day. I would. Not.

Luke : Ms. Bloomwood.

**RB : I'm not a pervert**

Luke : Sit down.

RB : I'm sorry, I'm terrible at interviews.

(Datum 6/ MF/CS/00:11:26)

The conversation above happens in Luke's office. Rebecca cannot answer Luke's question. She walks around the room and comments about a wallpaper of a naked man behind Luke.

To cut Rebecca's utterances, Luke calls Rebecca because she just walks around the room and comments the negative side about the room. She realizes that she makes a noise. Then, she says *I'm not a pervert*. Rebecca's respond does not relate to the Luke's statement before.

In this case, the statement *I'm not a pervert* shows that Rebecca wants Luke to understand that she is not a strange-woman who is interested in a naked man wallpaper. She does not really prepare for the interview. It is very disturbing because in fact, interviewees have to be polite. They have to respect to their boss as their interviewers. In this interview, Rebecca acts as if she is Luke's best friend. She comments all the things about the room. Luke is not comfortable with Rebecca's statement about the wallpaper which is not relevant with his statement before. Thus, she flouts the maxim of relation by giving an irrelevant answer. She gives an irrelevant statement to make Luke's concentration changes.

Another example of flouting of relation maxim is clearly shown in the following datum.

Luke : No, you're right, I don't! So do what I hired you to do, Rebecca,  
and make the truth clear to somebody who absolutely doesn't  
understand.  
**RB : I shop.**

(Datum 38/ MF/CS/01:16:23)

The conversation above happens after Luke and Rebecca have a talk show on the television. They have a quarrel because Derek Smith, Rebecca's debt collector tells to the audiences about Rebecca's debts. He also mentions the reasons why she has a lot of debts in her credit card. It is because Luke knows that Rebecca is a liar. She lies to Luke for several reasons, one of them is because Rebecca's obsession to work in the biggest fashion magazine in New York, *Alette Magazine*.

In that situation, Rebecca does not know what she has to do. Rebecca thinks that shopping is the best way to restore her mood when she feels stress. Meanwhile, she falls in the deeper debts when the shopping ends.

The statement *I shop* shows that she is very confused. She is afraid when seeing Luke's expression that shows his anger to Rebecca. She just gives a very short statement to respond Luke's long statement because Rebecca understands that Luke has already known that she has been spending her money to buy many expensive things.

The statement *I shop* is not relevant to respond Luke's statement. Thus, Rebecca flouts the maxim of relation by giving an irrelevant answer. In this case, Luke says long utterances but Rebecca just replied with a short one which was irrelevant.

### c. Flouting of Quality Maxim

Based on the findings, flouting of quality maxim happens five times. The speaker flouts maxim of quality in order to make the hearer takes the implied meaning of her utterance. An example below shows that the speaker flouts the maxim of quality.

Luke : Are you OK?

RB : This isn't easy.

Luke : OK.

**RB : Your tie does not go with your shirt.**

(Datum 30/ MF/CS/00:46:09)

The conversation happens in Miami Beach. Rebecca is confused after the debt collector calls her. Luke asks Rebecca whether she is ok or not. She replies with statement *this*

*isn't easy*. Luke replies with *OK*. Then, Rebecca gives another statement *Your tie does not go with your shirt*.

In this case, the statement *Your tie does not go with your shirt* is really impolite. She says that Luke's tie does not match with his shirt. She just wants to make her boss have a good appearance but the time was wrong.

Thus, Rebecca flouts the maxim of quality by using banter. Banter is an offensive way of being friendly (Cutting, 2002:38). This means that speakers say something negative to imply a positive one. In this case, Rebecca says that Luke's shirt does not match with the tie. Actually, Rebecca should not say something like that because she works as Luke's staff. Therefore it is impolite when a staff gives a comment about the appearance of her boss.

The phenomenon of flouting of quality maxim happens when the female main character only knows specific information and the main male character must imply the meaning of the utterances. The reason why the female main character does not have enough proof to talk about something is she only says what she knows.

The example below shows that the speaker flouts the maxim of quality.

Luke : OK. You know why we did that?

**RB : Some kind of cruel initiation rite.**

(Datum 19 / MF/CS/00:27:59)

The conversation happens when Luke and Rebecca are walking together. They talk about the things that happen in the *Comintex* conference, a competitor of *Successful Saving*. Luke asks Rebecca the reason why they are having a protest in the *Comintex* conference. Then, she answers with the statement, *Some kind of cruel initiation rite*.

The statement indicates flouting of quality maxim because there are two words which are contradictory or irony. It happens when two words which have two opposite meanings are pairs. In this case, the word *cruel* and *initiation* are two words which have two opposite meanings. Initiation is supposed to be good but because of the word cruel, the meaning changes.

#### **d. Flouting of Manner Maxim**

Based on the findings, flouting of manner maxim is the lowest position since it occurs four times. When flouting this maxim, the speaker is not to be brief so that his statement is difficult to understand. An example below indicates flouting of manner maxim.

Luke : This is good.

RBW : Really?

**Luke : Mmm. Is it by Rebecca Bloomwood?**

(Datum 23/ MF/CS/00:33:32)

The conversation happens in Luke's room. Both Rebeca and Luke are discussing the article written by Rebecca. Luke really likes the article because she thinks that is really good. All of the readers in *Successful Saving* like Rebecca's article which tell about shopping habits.

In this conversation, Luke flouts the maxim of manner by giving an ambiguous question. Luke asks *Mmm. Is it by Rebecca Bloomwood?* which shows an ambiguity. The first ambiguity is when Luke asks Rebecca whether the article is really written by Rebecca Bloomwood or not. Second, Luke wants to make a deal with Rebecca about



the name that will be used as the author of Rebecca's article. However, Luke can avoid ambiguity by stating, *You want to use your real name by Rebecca Bloomwood or another name because this article is going to published?*

Another example of this flouting of manner maxim is shown in the following datum.

- RB : Yes! My friend Suze saw me writing it.  
 Luke : I mean, is that how you want your name to appear? "By Rebecca Bloomwood"?  
**RB : Oh, right. I don't want to be too associated with this magazine.**  
 (Datum 24/ MF/CS/00:33:44)

The conversation happens in Luke's room. Luke wants to deal about the name that will be used as the author of Rebecca's article.

In that conversation, Rebecca flouts the maxim of manner to responds Luke's question. The statement *I don't want to be too associated with this magazine* has an implied meaning. Rebecca works at *Successful Saving*, the biggest financial magazine in New York, but she does not want to have a bond with her office because she does not want her debt collector, Derek Smith knows that she works there. Rebecca's statement has a relation to Luke's question but it is very obscure to respond Luke's question. That statement implies that she does not want to use her real name in the article.

## 2. Strategies Used to Flout Maxims

### a. Strategies to Flout Maxim of Quantity

There are two strategies used to flout maxim of quantity. They are by giving too much and too little information than what is required. The reason why speakers tend to flout maxim of quantity by giving too much information is because they know much about the topic being discussed and want to be closer to the hearer. An example of this strategy is shown in the following datum.

Luke : That's lovely. Um...Do you have a resume for me?  
 RB : **I do. Yes, I do! Ah... I... could pretty much just tell you.  
 My name is Rebecca Bloomwood, I've been a journalist for  
 five years.  
 I'm very comfortable juggling numbers, I speak fluent  
 Finnish, I know...**

(Datum 3 /MF/CS/00:10:26)

In the conversation above, Luke and Rebecca have an interview. Luke, the interviewer, asks Rebecca, the interviewee whether she has a resume or not. The resume is Rebecca's biography. Then, in order to respond to Luke's statement, Rebecca tries to open her bag to find the resume but the bag is hard to open because the zipper gets stuck. Then, Rebecca says that she could tell about her resume. Actually, Luke does not ask the explanation of Rebecca's resume but he just wants to see it.

In this case, Rebecca flouts the maxim of quantity by giving too much statement than what is required. Here, Rebecca gives a lot of explanation of her resume. Actually, she just needs to say "*Yes Sir, I'll tell you about my resume*".

Another example of strategy used to flout the maxim of quantity is shown on the following datum.

Luke : Any financial stories that have caught your eye recently?

**RB : Yes. And I am glad that you brought that up. Because I am furious. No, I really am. No, I mean, what is the story with the recent fish crisis?**

(Datum 7/ MF/CS/00:11:33)

The conversation happens when Luke interviews Rebecca. Luke gives Rebecca some questions. One of them is about financial story that Rebecca knows recently. Because of her few background knowledge about financial story, she brings a newspaper and puts it on her thighs. She thinks that the newspaper will help her to answer the question. Although Luke does not know about the newspaper, he tries to pay attention to Rebecca about financial story that she is going to share. Rebecca answers Luke's question while glancing to the newspaper. However, she is wrong in saying *fish crisis*. It should be *physical crisis*. It happens because Rebecca actually does not know any financial stories recently.

In this case, Rebecca gives more information in responding to Luke's question. She does not need to mention *And I am glad that you brought that up. Because I am furious. No, I really am*. Actually, the word *Yes* can represent the required answer. Whereas, what Rebecca says is a lie. The statement of *And I am glad that you brought that up. Because I am furious* shows that she is glad to discuss financial story. Meanwhile, by looking at her statements about physical crisis, Rebecca shows that she does not know about the whole issue. Another example is shown on the following datum.

Luke : Um, Rebecca. Luke Brandon,*Successful Saving*.  
 RB : Yes?  
 Luke : Sorry to call so early, but I got your letter. And I have to say, it was a bit of a surprise.  
 RB : Well, I hope I made my point.  
 Luke : Oh, you did. You did. Very well. The whole metaphor. Very clever.  
 RB : Yes, wasn't it. The whole metaphor was... Wait... What? I'm sorry...  
**Luke : Describing the principles of security investment in terms of the way different women purchase different shoes was... different. Hello? Sounds like you might be in the middle of something. I was trying to say that it gave me an idea. Would you like to come in? I don't...**

(Datum 12/ MF/CS/00:18:27)

The conversation happens on the telephone. Luke calls Rebecca to let her know that Rebecca's article about shopping is really good and accepted by Luke. In that article, Rebecca states that every woman has different way to choose the right type of shoes as an investment. However, in the middle of conversation, Luke cannot hear Rebecca's voice because she is in a crowded market. In that situation, Luke tells her about the article. Because of Luke cannot hear Rebecca's voice, he invites her to come to his office.

Luke's answer indicates flouting of quantity maxim. He gives too much information in the telephone. Luke keeps talking to describe that the article is really good but Rebecca's lips are sealed because she is surprised by the information.

In this case, Luke responses quite too much, he does not care whether Rebecca hears or not. He just wants Rebecca to know that the article is so much good because it is what he actually looking for.

Another example of the strategy of flouting of quantity maxim is by giving too little information than what is required. The example is shown in the following datum.

Luke : Well, Edgar West has taken a table at the Print Association Charity Ball, and guess which two people from Successful Saving have been invited as representatives? It's a huge mark of respect. This puts us in the major league, and that is mainly down to you.

RB : **Huh...**

(Datum 29 / MF/CS/00:45:35)

In the conversation above, Luke and Rebecca talk about the invitation of Print Association Charity Ball. Luke is very interested to come. It is reflected through the language that he used when he tells it to Rebecca. He asks her to come with him. However, Rebecca at that time does not pay attention to the topic being discussed, so that she does not know what Luke actually says. In this case, Rebecca responds with a very short statement. She just says *Huh...* which is considered as flouting of quantity maxim.

#### **b. Strategies to Flout Maxim of Relation**

There are two strategies to flout maxim of relation. The first is by changing the topic and the second is by giving an irrelevant answer. In *Confession of a Shopaholic*, the main characters usually change the topic of conversations to avoid talking about something that is embarrassing or just to end the conversations. An example of the strategy of flouting of relation maxim is shown in the following datum.

Luke : That's quite interesting. Why Finnish?  
 RB : **What's behind you?**  
       **Um...Oh,my God.**  
       **Oh, it's a naked man. Oh, sorry. It gave me such a fright.**  
       **I, uh...I didn't know what it was.**  
       **Clearly, he's beheaded.**  
       **Who would do that to him?**

(Datum 4 / MF/CS/00:10:50)

In the conversation above, Luke and Rebecca have an interview. Luke asks Rebecca about the reason why she is interested in Finnish. Rebecca does not answer it instead she makes a new topic by questioning a naked-male wallpaper behind Luke. In this case, Rebecca flouts the maxim of relation by changing the topic of the conversation. She flouts the maxim because she cannot answer the question why she is interested in Finnish. Thus, by changing the topic in the conversation, Rebecca covers up her lies. Another example of the strategy to flouts the maxim of relation is giving an irrelevant answer. The example is shown in the following datum.

Luke : Rebecca?  
       Did you just type "good angles on APRs" into Google?  
 RB : Yes. I Googled.  
 RB : Am I fired?  
 Luke : **Get your coat.**

(Datum 17 / MF/CS/00:22:55)

The conversation happens in *Successful Saving*. Luke asks Rebecca to make an article about APRS but she does not make it by herself. Luke finds Rebecca using Google as the source of her article. Rebecca thinks that Luke is angry and will fires her. Then, Rebecca asks Luke whether she will be fired or not. Luke prefers not to answer it. Instead, he asks Rebecca to take her coat.

In this case, Luke flouts the maxim of relation since his statement does not have any relation with the previous one. Luke statement have different topic from what they have discussed before. Thus, Luke flouts the maxim of relation by saying an irrelevant answer.

### c. Strategies to Flout Maxim of Quality

An example of this strategy of flouting of quantity maxim is shown in the following datum.

Luke : Yes.Well, what would your take be on... me? Go on.What would  
The Girl in the Green Scarf's take be on Luke Brandon?

**RB** : As an investment, you pretty much **suck**.

(Datum 34 / MF/CS/00:49:00)

The conversation above happens in a shop. After fitting a tuxedo and a tie, Luke asks Rebecca to comment his appearance. In this situation, Rebecca's respond shows sarcasm. It is reflected through the word *suck*. Sarcasm occurs when a speaker says something that is derisive or mocking. *Suck* means something really bad. Rebecca should not say that because as the Luke's staff she has to be polite. Another example of this strategy is by using metaphor. The example is shown in the following datum.

RB : Oh... Thanks for saving me in there. So have you filled your  
photo frames yet?

Luke : No. Not yet.

**RB** : You could put a picture of Alicia in one. Except there probably  
wouldn't be room for her **spidery long legs**.

(Datum 36 / MF/CS/01:02:50)

The conversation happens after an accident that happens in the dinner attended by Alicia and Ellinor Sherman, New York socialite and also the owner of *Alette*

Magazine, the biggest fashion magazine in New York. In that conversation, Rebecca thanks Luke for helping her in the dinner. Rebecca's dress is torn up until the pearls adorning her dress fall into the floor and makes others fell too. Luke helps her to solve the problem. Therefore, Rebecca thank him for his kindness. In this situation, Rebecca asks Luke about Alicia, the girl that really loves Luke.

In this case, Rebecca flouts the maxim of quality by using metaphor. Luke states that he has not filled the photo frames with Alicia's photo yet. Then, by using metaphor, Rebecca mocks him to put Alicia's picture except when it does not quite fit for Alicia's feet that are really long like spidery long legs. The metaphor is to imply that Alicia has a very long legs. The phrase *spidery long legs* is a metaphor. It means that Alicia's feet are really long and looks like spider legs.

Another strategy used to flout maxim of quality by using irony is shown in the following datum.

**RB** :What's Dantay-West?

**Luke** :(laughing) **Do you have a takeon everything in life?**

(Datum 33/ MF/CS/00:48:39)

The conversation happens in a shop. Rebecca forces Luke to buy new clothes because Luke does not look interesting with the way he dresses. When Rebecca asks the shopkeeper about the good clothes for Luke, Luke cuts the conversation by saying the things that he actually needs. They are a tuxedo with three buttons, size 48 regular, a white dress shirt, and the blue as well and a black vernice shoe in a size ten and two Advil.

Looking from what Luke says about brand mark, Rebecca wonders why Luke still



looks terrible in dressing whereas he knows much about good brands. Luke excuses that he does not want to be defines by clothes, labels or family. His mother is Elinor Sherman, New York socialite, the owner of *Alette* Magazine, the biggest fashion magazine in New York. Then, Luke tells that his parents are divorced. He grows up in England with his dad who is very down to earth and totally different from his mother.

Therefore, Luke does not want to follow her mom. He chooses to be successful on his own terms. Rebecca suddenly asks Luke *What's Dantay-West?* Then, Luke responds it by laughing. In this case, Luke flouts the maxim of quality. Laughing in this situation is not worth doing. Luke should give Rebecca the good answers about what *Dantay West* is. Thus, in this situation, Luke flouts the maxim of quality by giving an ironic expression to respond Rebecca's statement.

#### d. Strategies to Flout Maxim of Manner

There are two strategies to flout maxim of manner. They are by being not brief and by being ambiguous. An example below shows the strategy of being not brief to flouts the manner maxim.

RB : That means you just paid \$23 for a hot dog!  
**Luke : You want your scarf, I want my hot dog. Cost and worth are very different things.**  
 RB : Thank you! My aunt will really appreciate it  
 (Datum 1 / MF/CS/00:10:50)

The conversation happens in a hot dog store. Rebecca wants to exchange a check of \$23 into money cash back of \$20 by buying a hotdog. Actually she does not want to buy the hot dog. She just wants to exchange the check to pay the green scarf because

her credit card is empty. She does not want the green scarf to be bought by another person, so that she hurriedly gets the cash money. In this situation, Rebecca does not want to wait in line. She urges people that are waiting in line because she wants to get the forefront position. When she gives a check instead of cash money, the hot dog seller does not accept it. Here, Rebecca meets Luke in the first time. In the noisy situation, he gives a cash money to Rebecca. She is surprised then says to Luke that he just pays \$23 for a hotdog.

In this case, Luke is not being brief to respond to Rebecca's statement. He flouts maxim of manner with a long sentence by saying *You want your scarf, I want my hot dog. Cost and worth are very different things*. Actually, Luke can only say *Yes*, because they have never met before.

The example below is the strategy of flouting of manner maxim by being ambiguous. The example is shown in the following datum.

RB : She died.  
 Luke : **Oh, Ms. Bloomwood, you have had a very, very tough 25 minutes.**

(Datum 9 / MF/CS/00:12:13)

The conversation above happens in Luke's office when he interviews Rebecca. In the interview Rebecca cannot answer Luke's question. In the middle of the interview, Luke's assistant comes and enters the room. She says that Rebecca's green scarf fell on the floor near the room. She is embarrassed because in the previous meeting she says that she will give the green scarf to her sick aunt as a gift. Then, she says that her aunt is died.

Rebecca suddenly says that her aunt has died. In this case, Luke flouts manner maxim by being ambiguous. He states *Oh, Ms. Bloomwood, you have had a very, very tough 25 minutes*. This sentence has two meanings. First, it refers to Rebecca that cannot answer all the questions in the interview. Second, it refers to Rebecca's aunt that has passed away when Rebecca is having an interview.

## **CHAPTER V**

### **CONCLUSIONS AND SUGGESTIONS**

This chapter consists of two sections, namely conclusions and suggestions. The first section is conclusions. It talks about the research findings related to the formulation of the research problems and objectives. The second one is suggestions of particular matters for students, English teachers, and other researchers. Each section is presented below.

#### **A. Conclusions**

Based on the research findings and discussion in Chapter IV, there are two conclusions which can be described as follows.

##### **1. Types of Maxim Flouting in *Confessions of a Shopaholic* movie**

In relation to the first objective of this research that is to identify the types of maxim flouting in *Confessions of a Shopaholic* movie, the researcher found that all maxims are flouted. They are maxim of quantity, quality, manner and relation. Based on the findings, there are 41 data that represent maxim flouting in the utterances of the main characters in *Confessions of a Shopaholic* movie in this study. Flouting of quantity maxim occurs 17 times. It is followed by flouting of relation maxim which takes place 15 times. The third position is flouting of quality maxim which happens 5 times. The last position is flouting of manner maxim which takes place 4 times.

Based on the data, flouting of quantity maxim gets the highest position because the main characters often give too much information than what is required. They answer

completely for the reason of being cooperative. However, sometimes they deliver less information as well.

Flouting of relation maxim is in the second place because Rebecca as the female main character mainly responds in a way which is considered irrelevant in answering some questions.

The third position is flouting of quality maxim. In this case, the female main character flouts maxim of quality because she tends to give untrue information and tries to tell a lie.

Meanwhile, flouting of manner maxim reaches the lowest number because the male main character mainly responds in a way which is considered ambiguous in answering some questions. They are not being brief in giving information when the conversation takes place.

## **2. Strategies Used to Flout the Maxim in *Confessions of a Shopaholic* movie**

In relation to the second objective of this research, which is to identify the strategies used to flout maxims in *Confessions of a Shopaholic* movie, the findings and discussion show that the main characters use several strategies to flout the maxims. They flout maxim of quantity by giving too much and too little information than what is required. In this movie, Rebecca often talks too much when she shows off her fancy stuffs.

Although Rebecca often shows off her luxurious things, she does not show her true feeling to Luke, the man she loves. On the other hand, Luke as an editor in *Successful*

*Saving*, who was very calm, cool, and smart, also does not show his true feeling. Actually, he is falling in love with Rebecca. Since both of them put on airs, they often insist on their statement when they are discussing something. They do not want to budge each other when they have different arguments. That is why in findings, they tend to flout the maxim by talking too much to respond statements. However, when there is nothing to debate, they are considered to give too little information in responding to a statement. These are the reasons why Rebecca and Luke tend to flout maxim of quantity.

The main characters mainly flout the maxim of relation by giving irrelevant answers and by changing the topic of the conversations. Doing this, the speakers are assumed to be saying something that is irrelevant to what has been said before. In *Confessions of a Shopaholic* movie, both Rebecca and Luke are considered to flout the maxim of relation because they are not comfortable with the topic being talked about. In other case the speakers also tend to change the topic to avoid something that is embarrassing or just to end the conversation.

To flout maxim of quality, the main character uses the strategies of irony, metaphor, banter and sarcasm in responding to any statements or answering questions. The character who flouts the maxim of quality is only Rebecca because she wants to cover or to hide something. Actually, in maxim of quality speakers are expected to be sincere, to be saying something that they believe corresponds to the reality. In this movie, Rebecca usually does not show what she mean directly. By giving strategies such as metaphor, irony, banter and sarcasm, Rebecca wants Luke to draw the implied

meaning behind her utterances. Rebecca has to be honest. Moreover, it is all about her feeling to Luke. She is falling in love with him, but she does not want to convey it directly. Thus, it is only Rebecca who flouts the maxim of quality.

In flouting of manner maxim, Luke, as the male main character flouts this maxim by being not brief and by giving ambiguous information. Luke, as an editor of the famous magazine in New York, *Successful Saving*, always chooses his word carefully and thoughtfully. Thus, he tries to make his words in a good order and sober. His utterances are arranged neatly because he was accustomed to lead many formal meetings in his company. Therefore, Luke always tries to speak carefully with detailed explanations of in his statements. However, he is not being brief in answering any questions and his utterances become ambiguous when he wants to answer questions. Thus, in the findings, the character who flouts the maxim of manner is only Luke.

## **B. Suggestions**

The researcher proposes some suggestions as follows.

### **1. To the readers**

In any conversation, the speakers seldom realize that sometimes they disobey the rules when speaking to the hearers. At one time they will deliberately break the conversation. It is called as maxim flouting. When this happens, the hearer must assume that the speakers' utterances imply something or have an implied meaning rather than their literal meaning. Since there are various meanings in the conversation, the speakers must pay attention to the context of the conversation itself. To avoid this case, they

need to learn more about types and strategies used to flout the maxim to make the conversation run effectively and efficiently. It is important to know the study of maxim flouting because it can show the various implied meanings in responding to any kind of statements or answering questions. Therefore, the readers are expected to be able to explore this kind of phenomena to enrich their knowledge through this study.

## **2. To linguistics students in English Department, Yogyakarta State University**

As an English student, especially majoring in linguistics, it is important to consider the language use, especially English language in practice. It is influenced by the context around it. By reading this research, it is expected that the students, especially linguistic students, will learn more about the study of language under pragmatic approach. The students majoring linguistics are supposed to learn pragmatics seriously. It is very important because pragmatics is a study which learns about the meaning behind a sentence.

## **3. To future researcher**

The phenomena of maxim flouting happen in real society. There are many movies which portray these phenomena and it is worth to be investigated. The researcher suggest to future researchers to learn how maxim flouting give implied meaning to the hearers. Thus, they will be aware that maxim flouting has different types and strategies. It is also expected that the future researchers who will conduct a research in the same



topic will give more elaboration and deeper understanding about phenomena of maxim flouting.

## REFERENCES

### A. Printed Sources

- Andereson, Wallace L and Norman C. Stageberg (Eds.). 1966. *Introductory Reading on Language*. New York: Holt, Rinehart, and Winston, Inc
- Booij. Geert. 2007. *The Grammar of Words*. New York: Oxford University Press
- Clark, Virginia, Eschholz, Paul A., Rosa & Alfred F. (Eds.). 1972. *Language Introductory Reading*. New York: St. Martin Press
- Cook, G.1989. *Discourse*. Oxford: Oxford University Press.
- Coulthard, M. 1985. *An Introduction to Discourse Analysis: New Edition* Edinburgh: Longman.
- Cutting, J. 2002. *Pragmatics and Discourse: A Resource Book for Students*. New York: Routledge.
- Grice, H. P. 1975. 'Logic and Conversation'. In P. Cole and J. Morgan (eds). *Studies in Syntax and Semantics III: Speech Acts*. New York: Academic Press.
- Grundy, P. 2000. *Doing Pragmatics*. Oxford: Oxford University Press.
- Hornby, AS. 1974. *Oxford Advanced Learner's Dictionary of Current English*. New York: Oxford University Press
- Kusumaningrum, J. A. 2012. *A Socio-Pragmatic Analysis of the Flouting of the Cooperative Principle Maxims Done by the Male Main Character in Cinderella Man*. Undergraduate Thesis Unpublished. Yogyakarta: English Education Department, Yogyakarta State University.
- Leech, G. N. 1983. *Principles of Pragmatics*. London: Longman.
- Levinson. S.C.1983. *Pragmatics*. London: Cambridge University Press.
- Mey. J. 1993. *Pragmatics; An Introduction*. Oxford, UK: Blackwell Publishers
- Moleong, L. 2001. *Metodologi Penelitian Kualitatif*. Bandung: PT. Penerbit Remaja Rosdakarya.

- Rahardi, K. 2002. *Pragmatik: Kesantunan Bahasa Imperatif Bahasa Indonesia*. Jakarta: Erlangga.
- Richard, J. and Schmidt, R. 1983. *Language and Communication*. New York: Longman Inc.
- Surrachmad, W. 1994. *Dasar dan Teknik Research: Pengantar Metodologi Ilmiah*. Bandung: CV Tarsito.
- Watt, R. J. 2003. *Politeness*. Cambridge: Cambridge University Press.
- Yule, G. 1996. *Pragmatics*. Oxford: Oxford University Press.

## **B. Electronic Sources**

- Rahayu, W. The Realization of Grice's Cooperative Principle In "Obama Exclusive Rcti Bersama Putra Nababan": Presidential Interview. *Journal of English Department, Faculty of Languages and Arts Education Indonesia University of Education*.
- Guion, Lisa A. 2002. *A Triangulation": Establishing the Validity of Qualitative Studies"*.
- Hogan, P. *Confessions of a Shopaholic*. Retrieved from [http://www.script-orama.com/movie\\_scripts/a1/confessions-of-a-shopaholic-script.html](http://www.script-orama.com/movie_scripts/a1/confessions-of-a-shopaholic-script.html) On 22 January 2013.

Appendix: Maxim Flouting in the Main Characters' Utterances in *Confessions of a Shopaholic* Movie

Note:

MF	: Maxim Flouting	QL	: Maxim of Quality
CS	: <i>Confessions of a Shopaholic</i>	QN	: Maxim of Quantity
00:10:50	: Minutes	M	: Maxim of Manner
RB	: Rebecca Bloomwood	R	: Maxim of Relation

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the Maxims	Explanation
			Q L	Q N	M	R		
1.	MF/CS/00:10:50	<p><b>RB</b> : That means you just paid \$23 for a hot dog!</p> <p><b>Luke</b> : You want your scarf, I want my hot dog. Cost and worth are very different things.</p> <p><b>RB</b> : Thank you! My aunt will really appreciate it</p>			√		Being not brief	<p>The conversation happens in a hot dog store. Rebecca wants to exchange a check of \$23 into money cash back of \$20 by buying a hotdog. Actually she does not want to buy the hot dog. She just wants to exchange the check to pay the green scarf because her credit card is empty. She does not want the green scarf to be buy by another person, so that she hurriedly gets the cash money. In this situation, Rebecca does not want to wait in line.</p> <p>She urges people who are waiting in line because she wants to get the forefront position. When she gives a check instead of cash money, the hot dog seller does not accept it.</p>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
								<p>Rebecca meet Luke for the first time. In the noisy situation, he gives a cash money to Rebecca. She is surprised then says to Luke that he just paid \$23 for a hotdog.</p> <p>In this case, Luke is not being brief to respond to Rebecca's statement. He flouts maxim of manner with a long sentence by saying <i>You want your scarf, I want my hot dog. Cost and worth are very different things</i>. Actually, Luke can only say <i>Yes</i>, because they never met before.</p>
2.	MF/CS/00:10:17	<p>Luke: Sick aunt, scarf. Yep. Did you get it to her?</p> <p><b>RB : I did. And when a stranger is kind like that, it's just...Wow.</b></p>		√			Giving too much information	<p>The dialogue happens in Luke's office, <i>Successful Saving</i>. It is the biggest financial magazine in New York. Both Luke and Rebecca are having an interview. Rebecca applies for a job that offeres by Luke. Before the interview, they meets in a hotdog store. Rebecca indebted to Luke because Luke gives her cash money. In a hotdog store, Rebecca is in a hurry. Rebecca with her disturbing voice wants to exchange a check for \$23 with a hotdog and \$20 for cash money. She uses the money to buy a green scarf for her sick aunt. Therefore,</p>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
								<p>Luke suddenly gives her cash money. Then she thanked Luke for his kindness and her aunt will appreciate it.</p> <p>In this case, Rebecca flouts the maxim of quantity. She flouts it by answering Luke's question whether Rebecca gets the scarf or not. Rebecca talks too much to respond Luke's question. It would be enough for her just says <i>thank you for the help</i>, but she is over-responsive to Luke by saying <i>a stranger is kind like that, it's just Wow</i>. Rebecca flouts the maxim of quantity because she feels nervous and shocks. Moreover, she does not believe that her interviewer is the man she met before.</p>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
3.	MF/CS/00:10:26	<p>Luke: That's lovely. Um...Do you have a resume for me?</p> <p><b>RB : I do. Yes, I do! Ah... I... could pretty much just tell you.</b></p> <p><b>My name is Rebecca Bloom Wood, I've been a journalist for five years.</b></p> <p><b>I'm very comfortable juggling numbers, I speak fluent Finnish, I know...</b></p>		√			Giving too much information	<p>Luke and Rebecca have an interview. Luke, the interviewer, asks Rebecca, the interviewee whether she has a resume or not. The resume is Rebecca's biography. Then, in order to respond to Luke's statement, Rebecca tries to open her bag to find the resume but the bag is hard to open because the zipper gets stuck. Then, Rebecca says that she would like to tell about her resume. Actually, Luke does not ask the explanation of Rebecca's resume but he just wants to see it.</p> <p>In this case, Rebecca flouts the maxim of quantity by giving too much statement than what is required. Here, Rebecca gives a lot of explanation of her resume. Actually, she just needs to say <i>"Yes Sir, I'll tell you about my resume"</i>.</p>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
4.	MF/CS/00:10:50	<p>Luke: That's quite interesting. Why Finnish?</p> <p><b>RB : What's behind you?</b></p> <p><b>Um...Oh,my God.</b></p> <p><b>Oh, it's a naked man. Oh, sorry. It gave me such a fright.</b></p> <p><b>I, uh...I didn't know what it was. Clearly, he's beheaded.</b></p> <p><b>Who would do that to him?</b></p>				√	Changing the topic of the conversation	<p>Luke and Rebecca have an interview. Luke asks Rebecca about the reason why she is interested in Finnish. Rebecca does not answer it instead she makes a new topic by questioning about a naked-male wallpaper behind Luke.</p> <p>In this case, Rebecca flouts the maxim of relation by changing the topic of the conversation. She flouts the maxim because she cannot answer the question why she is interested with Finnish. Thus, by changing the topic in the conversation, Rebecca covers up her lies.</p>
5.	MF/CS/00:11:11	<p>Luke : Well, a few questions.</p> <p><b>RB : But, look! Makes you wonder what they're looking at on the fifth floor, right? You could turn your desk around and just stare at it all day. I would. Not.</b></p>				√	Changing the topic of the conversation	<p>Rebecca have an interview in <i>Successful Saving</i>. Luke asks Rebecca about Rebecca's article but she tries to change the topic being discussed. However, Luke opens the interview by saying <i>Well a few question</i>. Then, Rebecca is suddenly panic. She hurriedly changes the topic because she cannot answer Luke's question before. Then Rebecca changes the topic of the interview by stating a new topic. She comments about the wallpaper behind</p>



No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
								Luke. Furthermore, the data is considered as the flouting of relation maxim since the topic is not related to the previous one. Thus, flouting of relation maxim by changing the topic of the conversation happens when the speaker is not comfortable with the topic being discussed. In a common expression, Rebecca should responds relevantly.
6.	MF/CS/00:11:26	<p>Luke : Well, a few questions.</p> <p>RB : But, look! Makes you wonder what they're looking at on the fifth floor, right? You could turn your desk around and just stare at it all day. I would. Not.</p> <p>Luke : Ms. Bloomwood.</p> <p><b>RB : I'm not a pervert</b></p> <p>Luke : Sit down.</p> <p>RB : I'm sorry, I'm terrible at interviews.</p>				√	Giving an irrelevant answer	<p>The conversation above happens in Luke's office. Rebecca cannot answer Luke's question. She walks around the room and comments about a wallpaper of a naked man behind Luke.</p> <p>To cut Rebecca's utterances, Luke calles Rebecca because she just walks around the room and comments the negative side about the room. She realizes that she has make a noise. Then, she said <i>I'm not a pervert</i>. Rebecca's respond does not relate to the Luke's statement before.</p> <p>In this case, the statement <i>I'm not a pervert</i> shows that Rebecca wants Luke to understand that she is not a strange-woman who interested in a naked man wallpaper. She does not really prepare for the</p>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
								<p>interview. It is very disturbing because in fact, interviewees have to be polite. They have to respect to their boss as their interviewers.</p> <p>In this interview, Rebecca acts as if she is Luke's best friend. She comments all the things about the room. Luke is not comfortable with Rebecca's statement about the wallpaper which is not relevant with his statement before. Thus, she flouts the maxim of relation by giving an irrelevant answer. She gives an irrelevant statement to make Luke's concentration changes.</p>
7.	MF/CS/00:11:33	<p>Luke: Any financial stories that have caught your eye recently?</p> <p><b>RB : Yes. And I am glad that you brought that up. Because I am furious.No, I really am. No, I mean, what is the story with the recent fish crisis?</b></p>		√			Giving too much information	<p>The conversation happens when Luke interviews Rebecca. Luke gives Rebecca some questions. One of them is about financial story that Rebecca knows recently. Because of her few background knowledge about financial story, she brings a newspaper and put it on her thighs. She thinks that the newspaper can help her to answer the question. Although Luke does not know about the newspaper, he tries to pay attention to Rebecca about financial story that she will share. Rebecca answers</p>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
								<p>Luke's question while glancing to the newspaper. However, she is wrong in saying <i>fish crisis</i>. It should be <i>physical crisis</i>. It happens because Rebecca actually does not know any financial stories recently.</p> <p>In this case, Rebecca gives more information in responding to Luke's question. She does not need to mention <i>And I am glad that you brought that up. Because I am furious. No, I really am.</i> Actually, the word <i>Yes</i> can represent the required answer. Whereas, what Rebecca says is a lie.</p> <p>The statement of <i>And I am glad that you brought that up. Because I am furious</i> shows that she is glad to discuss financial story. Meanwhile, by looking at her statements about physical crisis, Rebecca shows that she does not know about the whole issue. That is the reason why she says more information than what is required.</p>
8.	MF/CS/00:12:13	<p>RB : She died.</p> <p>Luke :Oh, Ms. Bloomwood, you have had a very, very tough 25 minutes.</p>				√	Changing the topic	<p>Luke decides to change the topic because there is another thing more important than talks about Rebecca's sick aunt. It implied that Rebecca is lying.</p>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
								Thus, Luke flouts the maxim of relation by changing the topic.
9.	MF/CS/00:12:13	RB : She died. <b>Luke: Oh, Ms. Bloomwood, you have had a very, very tough 25 minutes.</b>			√		Giving an ambiguous information	<p>The conversation happens in Luke's office when he interviews Rebecca. In the interview Rebecca cannot answer Luke's question. In the middle of the interview, Luke's assistant comes and enters the room. She says that Rebecca's green scarf falls on the floor near the room. She is embarrassed because in the previous meeting she says that she will gives the green scarf to her sick aunt as a gift.</p> <p>Rebecca suddenly says that her aunt died. In this case, Luke flouts the maxim of manner by being ambiguous. He states <i>Oh, Ms. Bloomwood, you have had a very, very tough 25 minutes</i>. This sentence has two meanings. First, it refers to Rebecca who cannot answer all the questions in the interview. Second, it refers to Rebecca's aunt who passed away when Rebecca is having an interview.</p>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
10.	MF/CS/00:12:15	<p>Luke: Oh,Ms. Bloomwood, you have had a very, very tough 25 minutes.</p> <p><b>RB : I'm so glad you understand!So many people just... Right.</b></p> <p><b>OK, so I would propose we curtail...</b></p> <p><b>Did you just scrub my name off?</b></p>		√			Giving too much information	Rebecca gives too much response to the Luke's statement. She says <i>I'm so glad you understand! So many people just... Right. OK, so I would propose we curtail...Did you just scrub my name off?</i> Actually, she only can says <i>Yes, thank you sir.</i>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
11.	MF/CS/00:12:20	<p>RB : I'm so glad you understand! So many people just... Right. OK, so I would propose we curtail...Did you just scrub my name off?</p> <p>Luke : Oh, no. Routine.</p> <p>RB : <b>That seems premature. OK, I'm gonna propose that we curtail this interview forthwith. So I'll leave you and your numbers, but thank you very much for seeing me, and I appreciate... Oh! I appreciate everything. Good day.</b></p>		√			Giving too much information	<p>This dialogue happens in the end of the interview between Luke and Rebecca. Luke does not know that Rebecca makes up the story about “sick aunt”. Hence, when Rebecca meets Luke, she is panic for using the scarf. Then, Rebecca drops deliberately the scarf under Luke’s assistant table. Luke asks Rebecca’s aunt condition but Rebecca lies by stating that her aunt died.</p> <p>Rebecca says that she is happy since Luke can understand her condition. Rebecca continues her words, but she cuts the words herself because she realizes that Luke’s expression shows disappointment about all Rebecca’s answers. Then, she immediately ends the conversation.</p> <p>Realizing that she talks too much, she asks Luke whether he scrubs her name off or not. However, Luke answers it with the statement <i>a routine</i>. Then, Rebecca responds Luke’s statements by saying <i>That seems premature. OK, I'm gonna propose that we curtail this interview forth with. So I'll leave you and your numbers, but thank you very much for seeing me, and I appreciate... Oh! I appreciate everything.</i></p>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
								<p><i>Good day.</i></p> <p>In this situation, Rebecca thanked Luke for seeing her. Then, she leaves her number and walks backward. She does not realize that there was a mirror behind her. It makes Rebecca hit the mirror. However, she still says <i>good day</i> to Luke.</p> <p>In this case, Rebecca flouts the maxim of quantity by giving too much information than what is required. Rebecca, in this dialogue, explains that Luke is too premature to scrubs her name off. She also mentions that she would like to curtail the conversation twice but she still talks too much. Furthermore, Rebecca leaves the room without Luke's permission. Then she exits the room. Rebecca flouts this maxim because she is panic. It is proven from the utterance when Rebecca wants to go home (says many words to Luke, immediately end the conversation, leave her number, and thanked Luke for seeing her).</p>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
12.	MF/CS/00:18:27	<p>Luke : Um, Rebecca. Luke Brandon,Successful Saving.</p> <p>RB : Yes?</p> <p>Luke : Sorry to call so early, but I got your letter. And I have to say it was a bit of a surprise.</p> <p>RB : Well, I hope I made my point.</p> <p>Luke : Oh, you did. You did. Very well. The whole metaphor. Very clever.</p> <p>RB : Yes, wasn't it. The whole metaphor was...Wait... What? I'm sorry...</p> <p><b>Luke : Describing the principles of security investmentin terms of the way different women purchase different shoes was...different.</b></p> <p><b>Hello? Sounds like you might be in the middle of something. I was trying to</b></p>		√				<p>Giving too much information</p> <p>The conversation happens on the telephone. Luke calls Rebecca to let her know that Rebecca's article about shopping is really good and accepts by Luke. In that article, Rebecca write that every woman has different way to choose the right type of shoes as an investment. However, in the middle of conversation, Luke cannot hear Rebecca's voice because she is in a crowded market. In that situation, Luke tells her about the article. Because Luke cannot hears Rebecca clearly, he asks her to comes to his office.</p> <p>Luke's answer indicates flouting of quantity maxim. He gives too much information in the telephone. Luke keeps talking to describe that the article is really good but Rebecca's lips are sealed because she is surprised by the information.</p> <p>In this case, Luke's respond quite too much. He does not care whether Rebecca hears or not. He just wants Rebecca to know that the article is so much good because it is what he actually looking for.</p>



No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
		say that it gave me an idea. Would you like to come in? I don't...						
13.	MF/CS/00:21:32	RB : Hi, everyone. I'm Rebecca Bloomwood. <b>Luke: Sit down, Rebecca.</b>				√	Giving an irrelevant answer	Luke does not directly answer Rebecca's greeting by saying <i>Hi Rebecca</i> too. He tells Rebecca that she immediately sit down because another staff is waiting for her. In this case, Luke flouts the maxim of relation by giving irrelevant answer.
14.	MF/CS/00:22:22	Luke : I liked your piece. I said that on the phone. <b>RB : Good. Good</b>				√	Giving an irrelevant answer	By saying <i>Good - good</i> , Rebecca flouts the maxim of relation. Luke stated that he likes her work, then Rebecca answers by saying <i>Good-good</i> . Actually, she can merely say <i>yes thank you sir</i> .
15.	MF/CS/00:22:33	Luke: You can start with a thousand words on the effect of changing interest rate on store card APRs. <b>RB : Good.</b>				√	Giving an irrelevant answer	Rebecca gives an irrelevant answer by saying <i>Good</i> . It happens when her boss, Luke, asks her to write an article, then Rebecca answers with the word <i>Good</i> . She actually should answer with <i>yes sir</i> . Thus, she flouts the maxim of relation.

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
16.	MF/CS/00:22:48	<p>Luke: You can start with a thousand words on the effect of changing interest rate on store card APRs.</p> <p>RB : Good.</p> <p><b>Luke: You still have the label on your new glasses.</b></p>				√	Changing the topic	Luke flouts the maxim of relation by saying <i>You still have the label on your new glasses</i> . It implies that Rebecca forgets to take or remove the label on her glasses.
17.	MF/CS/00:22:55	<p>Luke: Rebecca?</p> <p>Did you just type "good angles on APRs" into Google?</p> <p>RB : Yes. I Googled.</p> <p>Am I fired?</p> <p><b>Luke: Get your coat.</b></p>				√	Giving an irrelevant answer	<p>The conversation happens in <i>Successful Saving</i>. Luke asks Rebecca to make an article about APRS but she does not make it by herself. Luke finds Rebecca uses Google as the source of her article. Rebecca thinks that Luke is angry and will fire her. Then, Rebecca asks Luke whether she will be fired or not. Luke prefers not to answer it. Instead, he asks Rebecca to take her coat.</p> <p>In this case, Luke flouts the maxim of relation since his statement does not have any relation with the previous one. Luke statement have different topic from what they discussed before. Thus, Luke flouts the maxim of relation by saying an irrelevant answer.</p>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
18.	MF/CS/00:27:59	<p>Luke : OK. You know why we did that?</p> <p><b>RB : Some kind of cruel initiation rite?</b></p>				√	Giving an irrelevant answer	<p>By saying <i>Some kind of cruel initiation rite?</i> Rebecca flouts the maxim of relation. Rebecca's answer is not related the previous one.</p>
19.	MF/CS/00:27:59	<p>Luke : OK. You know why we did that?</p> <p><b>RB : Some kind of cruel initiation rite?</b></p>	√				Using irony	<p>The conversation happens when Luke and Rebecca are walk together. They talk about the things that happen in the <i>Comintex</i> conference, a competitor of <i>Successful Saving</i>. Luke asks Rebecca the reason why they protest in the <i>Comintex</i> conference. Then, she answers with the statement, <i>Some kind of cruel initiation rite</i>.</p> <p>The statement indicates flouting of quality maxim because there were two words which are contradictory or irony. It happens when two words which have two opposite meanings are paired. In this case, the word <i>cruel</i> and <i>initiation</i> are two words which have two opposite meanings. Initiation is supposed to be good but because of the word <i>cruel</i>, the meaning changes.</p>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
20.	MF/CS/00:28:15	<p>Luke : Listen to this."Security can mean different things to different people. For some, it's going to a party wearing the right shoes.</p> <p>This might leave you feeling secure for an evening,but have a crippling effect on you in later life."</p> <p><b>RB: I wrote that.</b></p>		√			Giving too little information	Rebecca flouts the maxim of quantity to respond Luke's question by saying <i>I wrote that</i> .
21.	MF/CS/00:28:21	<p>RB :I wrote that.</p> <p>Luke :<b>You wrote that. Now, what firms like Comintex thrive on is an endemic lack of public understanding.They get away with murder because I want you to tell the truth in a way that Maisie can understand. Now, go home, write me an initial outline and e-mail it to me by 3:00.OK?</b></p>		√			Giving too much information	Luke is giving too much information to respond Rebecca's statement. Thus, he flouts the maxim of quantity. It happens when Luke really likes an article by Rebecca Bloom Wood. He interested to read it. When Luke reads the article in front of Rebecca, Rebecca knows that it is the article she write. Then, Luke asks Rebecca to write a brief outline then sent it by email at 3:00.

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
22.	MF/CS/00:33:15	RB: You should put a picture in that.  <b>Luke: It's a present. Haven't got 'round to filling it yet.</b>				√	Giving an irrelevant answer	<p>The phrase <i>Haven't got 'round to filling it yet</i>, may imply that Luke does not have a girlfriend, so that enables anyone to be her girlfriend. He thinks that only a girlfriend would be on display in the photo frame.</p> <p>Luke flouts the maxim of relation by saying an irrelevant answer of Rebecca's question. In the previous statement, Rebecca says that Luke should put Alicia's photo on his photo frames, but Luke flouts it by stating another irrelevant answer.</p>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
23.	MF/CS/00:33:32	<p>Luke : This is good.</p> <p>RB : Really?</p> <p><b>Luke : Mmm. Is it by Rebecca Bloomwood?</b></p>			√		Giving an ambiguous information	<p>The conversation happens in Luke's room. Both Rebeca and Luke were discussing the article written by Rebecca. Luke really likes the article because he thinks that it is really good. All of the readers in <i>Successful Saving</i> likes Rebecca's article which tells about shopping habits.</p> <p>In this conversation, Luke flouts maxim of manner by giving an ambiguous question. Luke asks <i>Mmm. Is it by Rebecca Bloomwood?</i> which shows an ambiguity. The first ambiguity is when Luke asks Rebecca whether the article is really written by Rebecca Bloomwood or not. Second, Luke wants to make a deal with Rebecca about the name that will be used as the author of Rebecca's article. However, Luke can avoid ambiguity by stating, <i>You want to use your real name by Rebecca Bloomwood or another name because this article is going to published?</i></p>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
24.	MF/CS/00:33:44	<p>RB : Yes! My friend Suze saw me writing it.</p> <p>Luke : I mean, is that how you want your name to appear? By Rebecca Bloomwood?</p> <p><b>RB : Oh, right. I don't want to be too associated with this magazine.</b></p>			√		being not brief	<p>The conversation happens in Luke's room. Luke wants to deal about the name that will be used as the author of Rebecca's article. In that conversation, Rebecca flouts the maxim of manner to responds Luke's question. The statement <i>I don't want to be too associated with this magazine</i> has an implied meaning. Rebecca works at <i>Successful Saving</i>, the biggest financial magazine in New York, but she does not want to have a bond with her office because she does not want her debt collector, Derek Smith knows that she works there. Rebecca's statement is related to Luke's question but it is very obscure to respond Luke's question. That statement implies that she does not want to use her real name in the article.</p>
25.	MF/CS/00:33:48	<p>Luke :Sorry?</p> <p><b>RB :Because I just think it would be better to be slightly more of an everyman.Um, a little more ooh-ooh-ohh. Mysterious, rather than</b></p>		√			Giving too much information.	<p>Rebecca flouts the maxim of quantity by giving too much information than what is required. She merely says that I prefer use the name Becky, rather than <i>because I just think it would be better to be slightly more of an everyman. Um, a little more ooh-ooh-ohh. Mysterious, rather than just...Becky?</i></p>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		

		just...Becky?						
26.	MF/CS/00:33:48	<p>Luke :Sorry?</p> <p>RB :Because I just think it would be better to be slightly more of an everyman.</p> <p>Um, a little more ooh-ooh-ohh.</p> <p>Mysterious, rather than just...Becky?</p> <p><b>Luke: Hmm.</b></p>		√			Giving too little information.	<p>In the conversation, Rebecca and Luke talk about the name that will be used as the author of Rebecca's article. Many people like Rebecca's article which tells about shopping activities. Rebecca does not want to put her real name in the article because she thinks that it will be better to hide her name because she does not want others to know that she works at <i>Successful Saving</i>. She has a lot of debts in her credit card. She thinks that if she put her full name on the article, the debt collector will looking for her and collects the debt.</p> <p>The data belongs to flouting of quantity maxim because Luke gives too little information than what is required. He just says <i>Hmm</i>. Actually, Luke can probably give more information, like <i>Ok, it doesn't matter</i> or <i>Yes, I really know</i>.</p>



No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
27.	MF/CS/00:35:37	<p>Luke :Exactly how long has this ex-boyfriend been stalking you?</p> <p><b>RB :Ever since the relationship ended. He's been following me around pretending to be a debt collector.</b></p>		√			Giving too much information.	By saying <i>He's been following me around pretending to be a debt collector</i> ; Rebecca flouts the maxim of quantity since she gives too much information than what is required. It would be enough for her just says <i>Ever since the relationship ended</i> . It actually has answer Luke's question.
28.	MF/CS/00:38:53	<p>Luke :Uh, Rebecca?</p> <p>RB :Yes?</p> <p>Luke :I want you to come with me to the APA Conference next week.</p> <p>RB :Absolutely.</p> <p>Luke :In Miami.</p> <p><b>RB :Oh, Luke. I think I should definitely be there. Early, I mean,and you know, make sure that the hotel's OK and find good restaurants in case anyone wants to relax. Not that I intend to,but you never know, some people</b></p>		√			Giving too much information	<p>The dialogue happens in Luke's office, <i>Successful Saving</i>. The participants are Rebecca Bloomwood and Luke Brandon. In the conversation above, Luke and Rebecca are discussing APA conference invitation in Miami. When they are discussing the topic, Rebecca is interested in the invitation whereas Rebecca does not know what APA conference is. After Luke's assistant informs to Rebecca that APA conference is the biggest magazine event every year, Rebecca feels excited to comes and joins the conference.</p> <p>The data belongs to flouting of quantity maxim because Rebecca gives too much information than what is required. Actually, Rebecca does not need to mention that she has prepare all the things that Luke</p>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
		<b>might.</b>						needs because he just needs her to come to the invitation. She prefers to say much statement rather than “ <i>Yes, Sir</i> ”.
29.	MF/CS/00:45:55	<p>Luke :Well, Edgar West has taken a table at the Print Association Charity Ball, and guess which two people from Successful Saving have been invited as representatives?</p> <p>It's a huge mark of respect.This puts us in the major league,and that is mainly down to you.</p> <p><b>RB :Huh...</b></p>		√			Giving too little information	In the conversation above, Luke and Rebecca talk about the invitation of Print Association Charity Ball. Luke s very interested to come. It reflects through the language that he uses when he tells it to Rebecca. He asks her to come with him. However, Rebecca at that time does not pay attention to the topic being discussed, so that she does not know what Luke is saying. In this case, Rebecca responds with a very short statement. She just says <i>Huh...</i> which is considered as flouting maxim of quantity.
30.	MF/CS/00:46:09	<p>Luke : Are you OK?</p> <p>RB : This isn't easy.</p> <p>Luke : OK.</p> <p><b>RB : Your tie does not go with your shirt.</b></p>	√				Using banter	The conversation happens in Miami Beach. Rebecca is confused after the debt collector calls her. Luke asked Rebecca whether she is ok. She replies with statement <i>this isn't easy</i> . Luke replies with <i>OK</i> . Then, Rebecca gives another statement <i>Your tie does not go with your shirt</i> .

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
								<p>In this case, the statement <i>Your tie does not go with your shirt</i> is really impolite. She says that Luke's tie does not match with his shirt. She just wants to make her boss have a good appearance but the time is wrong.</p> <p>Thus, Rebecca flouts the maxim of quality by using banter. Banter is an offensive way of being friendly (Cutting, 2002:38). This means that speakers say something negative to imply a positive one. In this case, Rebecca says that Luke's shirt does not match with the tie. Actually, Rebecca should not say something like that because she works as Luke's staff. Therefore it is impolite when a staff gives a comment about the appearance of her boss.</p> <p>The phenomenon of flouting maxim of quality happens when a speaker only knows specific information and the hearer must imply the meaning of that information.</p>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
31.	MF/CS/00:46:09	Luke : Are you OK? RB : This isn't easy. Luke : OK. <b>RB : Your tie does not go with your shirt.</b>				√	Changing the topic	Rebecca just tries to change the topic because she feels uncomfortable with Luke's question.
32.	MF/CS/00:46:56	RB : What's Dantay-West? <b>Luke : (laughing) Do you have a take on everything in life?</b>				√	Giving an irrelevant answer	Rebecca's statement indicates the flouting of relation maxim. Luke gives an irrelevant statements to respond a question by Rebecca. Luke does not answer the Rebecca's question but he asks with the question <i>Do you have a take on everything in life?</i>
33.	MF/CS/00:46:56	RB : What's Dantay-West? <b>Luke : (laughing) Do you have a take on everything in life?</b>	√				Using irony	<p>The conversation happens in a shop. Rebecca forces Luke to buy new clothes because Luke does not look interesting in the way he dresses. When Rebecca asks the shopkeeper about the good clothes for Luke, Luke cuts the conversation by saying the things that he actually need. They are a tuxedo with three buttons, size 48 regular; a white dress shirt; and a black vernice shoes in a size ten.</p> <p>Looking from what Luke says about brand mark, Rebecca wonders why Luke still looks terrible in dressing whereas he knows much about good brands.</p>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
								<p>Luke excuses that he does not want to be defines by clothes, labels or family. His mother is Elinor Sherman, New York socialite, the owner of <i>Alette</i> Magazine, the biggest fashion magazine in New York. Then, Luke tells that his parents are divorced. He grows up in England with his dad who is very down to earth and totally different from his mother.</p> <p>Therefore, Luke does not want to follow her mom. He chose to be successful on his own terms. Rebecca suddenly asks Luke <i>What's Dantay-West?</i> Then, Luke responds it by laughing. In this case, Luke flouts the maxim of quality. Laughing in this situation is not worth doing. Luke should give Rebecca the good answers about what <i>Dantay West</i> is. Thus, in this situation, Luke flouts the maxim of quality by giving an ironic expression to respond Rebecca's statement.</p>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
34.	MF/CS/00:49:00	<p>Luke :Yes.Well, what would your take be on... me? Go on. What would The Girl in the Green Scarf's take be on Luke Brandon?</p> <p><b>RB</b> : As an investment, you pretty much <b>suck</b>.</p>	√				Using sarcasm	The conversation happens in a shop. After fitting a tuxedo and a tie, Luke asks Rebecca to comment his appearance. In this situation, Rebecca's respond shows sarcasm. It reflects through the word <i>suck</i> . Sarcasm occurs when a speaker says something that is derisive or mocking. <i>Suck</i> means something really bad. Rebecca should not say that because as Luke's staff, she has to be polite.
35.	MF/CS/00:49:05	<p>Luke :What?</p> <p><b>RB</b> :<b>You're a workaholic. You put in all these hours,but you don't reap the rewards. It goes into someone else's pocket. But you're a great editor. And now...you look like one.</b></p>		√			Giving too much information	Rebecca flouts the maxim of quantity by giving more information than what is required. Actually, Rebecca would be better to say the statement, <i>now...you look like one</i> .
36.	MF/CS/01:02:50	<p>RB :Oh... Thanks for saving me in there.So have you filled your photo frames yet?</p> <p>Luke : No. Not yet.</p>	√				Using metaphor	The conversation happens after an accident that happens in the dinner attended by Alicia and Ellinor Sherman, New York socialite and also the owner of <i>Alette</i> Magazine, the biggest fashion magazine in

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
		<b>RB</b> :You could put a picture of Alicia in one. Except there probably wouldn't be room for <b>her spidery long legs</b> .						<p>New York. In that conversation, Rebecca thanked Luke for helping her in the dinner. Rebecca's dress is torn up until the pearls adorns her dress fell into the floor. Luke helps her to solve the problem. Therefore, Rebecca thanked Luke for his kindness. In this situation, Rebecca asks Luke about Alicia, the girl who really loves Luke.</p> <p>In this case, Rebecca flouts the maxim of quality by using metaphor. Luke states that he has not fill the photo frame with Alicia's photo yet. Then, by using metaphor, Rebecca mocks him to put Alicia's picture. Rebecca's statement implies that it does not matter to not put Alicia's picture because it does not quite fit for Alicia's feet which are really long like spidery long legs. The metaphor is to imply that Alicia has a very long legs. The phrase <i>spidery long legs</i> is a metaphor. It means that Alicia's feet are really long and look like spider legs.</p>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
37.	MF/CS/01:16:13	<p>Luke : Well, at least I don't have to worry about you being stalked!</p> <p><b>RB : Luke, you don't understand!</b></p>				√	Giving an irrelevant answer	Rebecca flouts the maxim of relation by saying <i>Luke, you don't understand!</i> Actually, the second statement does not answer the first statement. It happens when Luke angry with Rebecca because she lies.
38.	MF/CS/01:16:23	<p>Luke : No, you're right, I don't! So do what I hired you to do, Rebecca, and make the truth clear to somebody who absolutely doesn't understand.</p> <p><b>RB : I shop.</b></p>				√	Giving an irrelevant answer	<p>The conversation happens after Luke and Rebecca has a talk show on the television. They have a quarrel because Derek Smith, Rebecca's debt collector tell about Rebecca's debts. He mentions the reasons why she has a lot of debts in her credit card because Luke knows that Rebecca is a liar. She lies to Luke for several reasons, one of them is because Rebecca's obsession to work in the biggest fashion magazine in New York, <i>Alette Magazine</i>.</p> <p>In that situation, Rebecca does not know what she has to do. Rebecca thinks that shopping is the best way to restore her mood when she feels stress. Meanwhile, she is falls in the deeper debts when the shopping ends.</p> <p>The statement <i>I shop</i> shows that she is very confused. She is afraid when seeing Luke's expression that shows his anger to Rebecca. She just</p>



No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
								<p>gives a very short statement to respond Luke's long statement because Rebecca understand that Luke is already know that she has spent her money to buy many expensive things.</p> <p>The statement <i>I shop</i> is not relevant to responds Luke's statement. Thus, Rebecca flouts the maxim of relation by giving an irrelevant answer. In this case, Luke says long utterances but Rebecca just replied with a short one which was irrelevant.</p>
39.	MF/CS/01:16:23	<p>Luke : No, you're right, I don't! So do what I hired you to do, Rebecca, and make the truth clear to somebody who absolutely doesn't understand.</p> <p><b>RB : I shop.</b></p>		√			Giving Too little information	<p>This conversation happens after Luke and Rebecca has a talk show on the television. In the talk show, Rebecca is surprised by Derek Smith, a debt collector who chases Rebecca all the time to dun Rebecca's debts. In question-answer times, Derek Smith tells to the audience about all Rebecca's debts. Luke is angry because Rebecca lies for she is the one who Luke put his trust to. She lies about her debts. Then, Luke does not know what he has to do. He says all words to express his anger.</p> <p>It is ironic when someone works well in a financial magazine as a writer but in reality she has</p>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
								<p>a lot of debts to buy clothes, shoes, and many other things which are really expensive. By saying <i>No, you're right, I don't! So do what I hired you to do, Rebecca, and make the truth clear to somebody who absolutely doesn't understand.</i> Luke expresses his emotion.</p> <p>In this situation, Rebecca flouts the maxim of quantity by giving too little information than what is required. She just gives a short statement, <i>Yes, I shop.</i> It is too short to respond long statements by Luke because Rebecca does not know the way to explain the reason why she has a lot of debts. However, Rebecca does not explain it more because she knows that Luke is angry about the lies.</p>
40.	MF/CS/01:16:33	<p>RB :Well, you're not giving me time...</p> <p>Luke :<b>Time For what? To make something up? Just, for once in your life, tell me the truth.</b></p>		√			Giving too much information	<p>Luke flouts the maxim of quantity by cutting Rebecca's statement. He tries to give his opinion but his opinion is too much.</p>

No.	Codes	Dialogues	Types of Maxim Flouting				Strategies Used to Flout the maxim	Explanation
			Q L	Q N	M	R		
41.	MF/CS/01:37:52	<p>Luke : You sold all your clothes and kept that?</p> <p>RB : It's Suze's wedding...</p> <p><b>Luke : Wedding. I know. I'm an investigative journalist, Rebecca. Give me some credit. You really sold it all? You have nothing left.</b></p>		√			Giving too much information	In the middle of the conversation, Luke flouts the maxim of quantity by cutting Rebecca's utterance by saying <i>Wedding...</i> , and he says more statement than what is required by saying <i>I know. I'm an investigative journalist, Rebecca. Give me some credit. You really sold it all? You have nothing left.</i>

## SURAT PERNYATAAN TRIANGULASI

Yang bertanda tangan dibawah ini, saya :

Nama : Dindadari Arum Jati

NIM : 09211141011

Program Studi : Bahasa dan Sastra Inggris

Fakultas : Bahasa dan Seni

Menyatakan bahwa saya telah melakukan triangulasi data pada karya tulis ilmiah (skripsi) dari mahasiswa:

Nama : Dyah Ayu Puspitaningrum

Nim : 09211141014

Program Studi : Bahasa dan Sastra Inggris

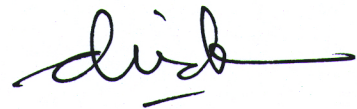
Fakultas : Bahasa dan Seni

Judul : Maxim Flouting in the Main Characters' Utterances in *Confessions of a Shopaholic* Movie

Demikian surat pernyataan ini saya buat. Semoga dapat dipergunakan sebagaimana mestinya.

Yogyakarta, 30 Mei 2013

Triangulator



Dindadari Arum Jati

## SURAT PERNYATAAN TRIANGULASI

Yang bertanda tangan dibawah ini, saya :

Nama : Qolidina Noviani

NIM : 09211141005

Program Studi : Bahasa dan Sastra Inggris

Fakultas : Bahasa dan Seni

Menyatakan bahwa saya telah melakukan triangulasi data pada karya tulis ilmiah (skripsi) dari mahasiswa:

Nama : Dyah Ayu Puspitaningrum

Nim : 09211141014

Program Studi : Bahasa dan Sastra Inggris

Fakultas : Bahasa dan Seni

Judul : Maxim Flouting in the Main Characters' Utterances in *Confessions of a Shopaholic* Movie

Demikian surat pernyataan ini saya buat. Semoga dapat dipergunakan sebagaimana mestinya.

Yogyakarta, 5 June 2013

Triangulator



Qolidina Noviani



## SURAT PERNYATAAN TRIANGULASI

Yang bertanda tangan dibawah ini, saya :

Nama : Risti Utami Dewi

NIM : 09211141009

Program Studi : Bahasa dan Sastra Inggris

Fakultas : Bahasa dan Seni

Menyatakan bahwa saya telah melakukan triangulasi data pada karya tulis ilmiah (skripsi) dari mahasiswa:

Nama : Dyah Ayu Puspitaningrum

Nim : 09211141014

Program Studi : Bahasa dan Sastra Inggris

Fakultas : Bahasa dan Seni

Judul : Maxim Flouting in the Main Characters' Utterances in *Confessions of a Shopaholic* Movie

Demikian surat pernyataan ini saya buat. Semoga dapat dipergunakan sebagaimana mestinya.

Yogyakarta, 5 June 2013

Triangulator



Risti Utami Dewi